

**PREMIER UNIVERSITY**  
**Faculty of Business Studies**  
Department of Business Administration

**Name of the Degree**

Bachelor of Business Administration [BBA]

The Premier University BBA program extends over a period of four years divided into eight semesters. Each semester consists of 14 weeks, and each course consists of 26 lectures of 90 minutes duration. Each course is credited as 3 units. Students normally enroll for 15 credits per semester. The BBA curriculum consists of general education, core, capstone and elective courses. The core and elective courses are designed to equip the students with the basic knowledge and skills in the major business functional and analytical areas. The capstone courses provide students with opportunities to apply theories and practices from several disciplines to complex business and organizational problems. The elective courses allow each student to select advanced courses according to his/her particular interest in a given area of concentration. The student who will do BBA in Management will pursue six courses from Accounting/ Finance/ Human Resource Management/ Management/ Marketing as per his/her chosen discipline. In addition, he or she will take a minor by choosing four courses from another given area of specialization. Currently, a student can choose a minor from any one of four discipline except his/her major one. A minor will be offered if teachers are available and a minimum number of students enroll for it. The Academic Council of Premier University reserves the right to offer/withdraw electives. The project work/internship is an integral part of the BBA degree requirement. The basic objective of this is to provide practical exposure to the students in the working environment. Students are sent to business organizations, autonomous and government enterprises and other research bodies so that they can get an opportunity to translate theoretical conception in a real-life situation. The project work or internship covers 8 weeks of extensive work and another 3-4 weeks for the finalization of the report. Every student must prepare and submit a report within the specified time and must get a passing grade. Failure to obtain a passing grade calls for either revision or resubmission of the report or retake of the project work as determined by the department. The objective of the viva voce is to evaluate a student's understanding of the subjects he/she studied. Usually, questions are open in nature and targeted to check the depth and breadth of knowledge of the student in the subjects studied. Students are required to get a passing grade in the viva voce.

**Year / Level / Semester / Term-wise Distribution of Courses**

Year	Semester	Theory		Research	Total
		Core	Major and Minor		
First	First	15	-	-	15
	Second	15	-	-	15
Second	Third	18	-	-	18

	Fourth	15	-	-	15
Third	Fifth	15	-	-	15
	Sixth	12	06	-	18
Fourth	Seventh	03	12	-	15
	Eighth	03	12	-	15
Project Work / Internship		-	-	03	03
Viva Voce		03	-	-	03
<b>Total</b>		<b>99 Hours</b>	<b>30 Hours</b>	<b>03 Hours</b>	<b>132 Hours</b>

## 1. Mapping Mission of the University with PEOs

Components of Mission	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5	PEO 6
Mission 1	√	√	√			
Mission 2	√	√	√			
Mission 3	√	√	√	√	√	√
Mission 4	√			√	√	√
Mission 5	√	√	√		√	√

## 2. Mapping – PEOs and PLOs

Program Learning Objectives		PEO 1	PEO 2	PEO 3	PEO 4	PEO 5	PEO 6
<b>PLO 1</b>	Business Knowledge	√	√	√	√		√
<b>PLO 2</b>	Critical Thinking	√	√	√	√	√	√
<b>PLO 3</b>	Communication Skills		√	√	√	√	√
<b>PLO 4</b>	Individual and Team Work		√	√	√	√	√
<b>PLO 5</b>	Local and Global Perspective	√	√	√	√	√	
<b>PLO 6</b>	Social and Ethical Responsibilities	√	√	√	√	√	
<b>PLO 7</b>	Investigation of Complex Problems	√	√	√	√	√	√
<b>PLO 8</b>	Usage of Techniques	√	√	√		√	
<b>PLO 9</b>	Entrepreneurial Skills	√	√	√	√	√	√
<b>PLO 10</b>	Life-Long Learning	√	√		√		√

### 3. Mapping Courses with the PLOs

#### GED, Core and Capstone Courses:

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
SSC 1101 Bangladesh Studies	√	√	√	√	√	√	√			√
BUS 1311 Introduction to Business	√	√	√	√	√	√		√		√
MAT 1505 Introduction to Mathematics							√			
STA 1503 Basic Statistics	√	√					√	√		√
ENG 1403 Basic English			√							
MGT 2326 Principles of Management	√	√	√	√						√
ENG 2403 English Composition			√							
MAT 2524 Business Mathematics	√						√			
PSY 1312 Introduction to Psychology		√	√	√						
STA 2513 Business Statistics		√					√	√		√
BUS 2413 Business Communication			√							
FIN 2428 Principles of Finance	√	√			√	√	√	√	√	√
ACC 2532 Principles of Accounting	√	√			√			√		√
MKT 2330 Principles of Marketing	√	√			√					
CSE 1606 Introduction to Computer Application	√	√	√				√	√		√
ECO 1307 Microeconomics	√	√		√				√		√
ECO 2305 Macroeconomics	√	√			√		√	√		√
FIN 3429 Financial Management	√	√				√	√	√		√
HRM 3327 Human Resource Management	√	√	√	√	√	√	√	√	√	√
MKT 3331 Marketing Management	√						√	√		
LAW 1305 Legal Environment of Bangladesh	√	√	√		√	√		√	√	√
ACC 3433 Auditing and Taxation		√			√			√		√

MGT 3435 Entrepreneurship Development and SME Management	√		√		√	√			√	√
MAT 4523 Operations Research	√	√					√	√		
CSE 3401 Management Information Systems	√	√			√	√		√		
BUS 4322 International Business	√	√			√	√	√	√		√
BAN 1103 Bengali Language and Culture			√		√	√				√
ACC 4436 Cost and Managerial Accounting	√	√					√	√		√
BUS 4421 Business Research Methods	√	√	√	√	√	√	√	√		√
MGT 4320 Organizational Behavior	√	√	√	√	√	√	√	√	√	√
LAW 2321 Labor Law	√	√	√	√	√	√				√
BUS 4319 Project Management	√	√	√	√	√	√		√	√	√
MGT 4797 Strategic Management	√	√	√	√	√		√	√	√	√

## 16.2 MAJOR and MINOR

### MAJOR

#### Major in Management

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
ECO 4455 Managerial Economics	√	√			√		√	√		√
MGT 4351 Managing Change		√	√		√			√		√
MGT 4562 Operations Management	√	√		√			√	√		√
MGT 4367 Managing Innovation		√	√	√		√		√		√
MGT 4371 Organization Development		√	√		√	√		√		
MGT 4475 Organization Structure and Design	√	√		√	√	√				√

### Major in Accounting

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
ACC 4551 Advanced Financial Accounting I	√	√			√		√	√		√
ACC 4455 Tax Accounting		√						√		√
ACC 4562 Advanced Financial Accounting II	√	√						√		
ACC 4467 Advanced Cost Accounting	√	√						√		
ACC 4571 Advanced Financial Accounting III	√	√						√		
ACC 4475 Accounting for Managerial Control	√	√		√			√	√		

### Major in Finance

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
FIN 4451 Portfolio Management	√	√					√	√		√
FIN 4355 Insurance and Risk Management	√							√	√	√
FIN 4462 Financial Statement Analysis and Valuation	√	√	√	√			√	√		√
FIN 4367 Financial Markets and Institutions	√	√	√		√	√	√	√		√
FIN 4471 Corporate Finance	√	√					√	√		√
FIN 4475 International Financial Management	√	√			√	√	√	√		√

### Major in Marketing

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
MKT 3351 Consumer Behavior	√	√								√
MKT 3455 Integrated Marketing Communication	√	√	√	√		√	√	√		√
MKT 4462 Marketing Channels	√	√	√		√	√	√	√		√
MKT 4467 Strategic Brand Management	√	√	√	√	√		√	√	√	√
MKT 4675 Service Marketing	√	√		√	√					√
MKT 4471 Personal Selling and Sales Management	√	√	√			√	√	√		√

## Major in Human Resource Management

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
HRM 4451 Employee Training and Development	√	√		√	√			√		√
HRM 4355 Industrial Relations	√	√		√	√	√				√
HRM 4462 Compensation Management	√	√			√	√				√
HRM 4467 Organization Design and Development	√	√		√	√	√	√	√		√
HRM 4475 Strategic Staffing	√		√	√	√	√		√	√	√
ECO 3812 Labor Economics	√	√		√	√		√	√		√

## MINOR

### Minor in Management

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
MGT 4562 Operations Management	√	√		√			√	√		√
MGT 4367 Managing Innovation		√	√		√			√		√
MGT 4371 Organization Development		√	√		√	√		√		
MGT 4475 Organization Structure and Design	√	√		√	√	√				√

### Minor in Accounting

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
ACC 4551 Advanced Financial Accounting I	√	√			√		√	√		√
ACC 4455 Tax Accounting		√						√		√
ACC 4467 Advanced Cost Accounting	√	√						√		
ACC 4475 Accounting for Managerial Control	√	√		√			√	√		

### Minor in Finance

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
FIN 4451 Portfolio Management	√	√					√	√		√
FIN 4355 Insurance and Risk Management	√							√	√	√
FIN 4462 Financial Statement Analysis and Valuation	√	√	√	√			√	√		√
FIN 4367 Financial Markets and Institutions	√	√	√		√	√	√	√		√

### Minor in Marketing

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
MKT 3455 Integrated Marketing Communication	√	√	√	√		√	√	√		√
MKT 4467 Strategic Brand Management	√	√	√	√	√		√	√	√	√
MKT 4675 Service Marketing	√	√		√	√					√
MKT 4471 Personal Selling and Sales Management	√	√	√			√	√	√		√

### Minor in Human Resource Management

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10
HRM 4451 Employee Training and Development	√	√		√	√			√		√
HRM 4462 Compensation Management	√	√			√	√				√
HRM 4475 Strategic Staffing	√		√	√	√	√		√	√	√
ECO 3812 Labor Economics	√	√		√	√		√	√		√

## Structure of the Curriculum

- a. **Duration of the Program** : 4 Years, and 3 Months for Internship/Project Work;  
8 Semesters, and 3 Months for Internship/Project Work
- b. **Admission Requirements**
- ≡ The admission committee of each department will conduct their own admission process. The students will be admitted into the first semester of an academic year of each program. Schedule for admission tests and other essential requirements regarding admission will be available to the students through university website and newspaper circulation in advance.
  - ≡ A candidate seeking admission into the BBA Program should meet the following requirements –
  - ≡ Minimum GPA of 2.50 [or second division] in SSC and HSC examinations [or their equivalent], or at least one GPA of 2.00 but an aggregate GPA of 6.00 in SSC and HSC or GCE 'O' Level in 5 subjects and 'A' Level in 2 subjects with at least 4 (four) 'B' grade or GPA 4.00 and 3 (three) 'C' grade or GPA 3.50 [using scale of A = 5.00, B = 4.00, C = 3.50, D = 2.00, E = 1.00].
  - ≡ However,
    - ≡ sons / daughters of freedom fighters will be eligible for admission if they have an aggregate GPA of 5.00 in SSC and HSC;
    - ≡ equivalent performance under other education systems [e.g. American High School Diploma, IB, etc.] will also be accepted;
    - ≡ a combined SAT score of 1100 also accepted in lieu of admission test from high school graduates from any system;
    - ≡ transfer of credits from comparable educational institutions may be considered after admission;
    - ≡ students will have to pass an admission test to get admission at Premier University.
  - ≡ Any problem or confusion relating to the degree or diploma obtained from home or abroad of any applicant for admission in the undergraduate and graduate or for other purposes will be referred to and resolved by the degree equivalence committee of Premier University.
  - ≡ A foreign degree holder seeking admission to the program must submit Equivalence Certificate [issued by Ministry of Education] at the time of admission.
- c. **Total Minimum Credit Requirements to Complete the Program:** 132 Credits
- d. **Total Class Weeks in a Year/ Semester** : 14 Weeks / Semester
- e. **Minimum CGPA Requirement for Graduation** : 2.00
- f. **Maximum Academic Years for Completion** : 7 Years



## Category of Courses

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### I. General Education Courses

UNESCO Code	Course Code	Course Title
02221101	SSC 1101	Bangladesh Studies
02311403	ENG 1402	Basic English
05421003	STA 1503	Basic Statistics
05411505	MAT 1505	Introduction to Mathematics
03131012	PSY 1312	Introduction to Psychology
02312403	ENG 2403	English Composition
03111307	ECO 1307	Microeconomics
03112305	ECO 2305	Macroeconomics
06881606	CSE 1606	Introduction to Computer Applications
04212005	LAW 1305	Legal Environment of Bangladesh
05414523	MAT 4523	Operations Research

### II. Core Courses

UNESCO Code	Course Code	Course Title
04131111	BUS 1311	Introduction to Business
05881124	MAT 2524	Business Mathematics
04131326	MGT 2326	Principles of Management
05881113	STA 2513	Business Statistics
04112532	ACC 2532	Principles of Accounting
04142430	MKT 2330	Principles of Marketing
04122628	FIN 2428	Principles of Finance
04132113	BUS 2413	Business Communication
04132227	HRM 3327	Human Resource Management
06883101	CSE 3401	Management Information Systems
04142431	MKT 3331	Marketing Management
04122629	FIN 3429	Financial Management
04133320	MGT 4320	Organizational Behavior
04882321	LAW 2321	Labor Law
04134119	BUS 4319	Project Management
04133122	BUS 4322	International Business
04113533	ACC 3433	Auditing and Taxation
04133335	MGT 3435	Entrepreneurship Development and SME Management
04113536	ACC 4436	Cost and Management Accounting

### III. Elective Courses [Major and Minor]

#### Major: Management

<b>UNESCO Code</b>	<b>Course Code</b>	<b>Course Title</b>
04134455	ECO 4455	Managerial Economics
04134351	MGT 4351	Managing Change
04133362	MGT 4562	Operations Management
04134367	MGT 4367	Managing Innovation
04134371	MGT 4371	Organization Development
04134375	MGT 4475	Organization Structure and Design

**Major: Accounting**

<b>UNESCO Code</b>	<b>Course Code</b>	<b>Course Title</b>
04113551	ACC 4551	Advanced Financial Accounting I
04113555	ACC 4455	Tax Accounting
04114562	ACC 4562	Advanced Financial Accounting II
04114567	ACC 4467	Advanced Cost Accounting
04114571	ACC 4571	Advanced Financial Accounting III
04114575	ACC 4475	Accounting for Managerial Control

**Major: Finance**

<b>UNESCO Code</b>	<b>Course Code</b>	<b>Course Title</b>
04124651	FIN 4451	Portfolio Management
04123662	FIN 4462	Financial Statement Analysis and Valuation
04123655	FIN 4355	Insurance and Risk Management
04124667	FIN 4367	Financial Markets and Institutions
04124675	FIN 4475	International Financial Management
04124671	FIN 4471	Corporate Finance

**Major: Marketing**

<b>UNESCO Code</b>	<b>Course Code</b>	<b>Course Title</b>
04143451	MKT 3351	Consumer Behavior
04143455	MKT 3455	Integrated Marketing Communication
04144462	MKT 4462	Marketing Channels
04144467	MKT 4467	Strategic Brand Management
04144475	MKT 4675	Service Marketing
04144471	MKT 4471	Personal Selling and Sales Management

**Major: Human Resource Management**

<b>UNESCO Code</b>	<b>Course Code</b>	<b>Course Title</b>
04133251	HRM 4451	Employee Training and Development
04133255	HRM4355	Industrial Relations
04134262	HRM 4462	Compensation Management

04134267	HRM 4467	Organization Design and Development
04134275	HRM 4475	Strategic Staffing
04133812	ECO 3812	Labor Economics

### **MINOR**

#### **Minor: Management**

<b>UNESCO Code</b>	<b>Course Code</b>	<b>Course Title</b>
04133362	MGT 4562	Operations Management
04134367	MGT 4367	Managing Innovation
04134371	MGT 4371	Organization Development
04134375	MGT 4475	Organization Structure and Design

#### **Minor: Accounting**

<b>UNESCO Code</b>	<b>Course Code</b>	<b>Course Title</b>
04113551	ACC 4551	Advanced Financial Accounting I
04113555	ACC 4455	Tax Accounting
04114567	ACC 4467	Advanced Cost Accounting
04114575	ACC 4475	Accounting for Managerial Control

#### **Minor: Finance**

<b>UNESCO Code</b>	<b>Course Code</b>	<b>Course Title</b>
04124651	FIN 4451	Portfolio Management
04123655	FIN 4355	Insurance and Risk Management
04123662	FIN 4462	Financial Statement Analysis and Valuation
04124667	FIN 4367	Financial Markets and Institutions

#### **Minor: Marketing**

<b>UNESCO Code</b>	<b>Course Code</b>	<b>Course Title</b>
04143455	MKT 3455	Integrated Marketing Communication
04144467	MKT 4467	Strategic Brand Management
04144475	MKT 4675	Service Marketing
04144471	MKT 4471	Personal Selling and Sales Management

#### **Minor: Human Resource Management**

<b>UNESCO Code</b>	<b>Course Code</b>	<b>Course Title</b>
04133251	HRM 4451	Employee Training and Development

04134262	HRM 4462	Compensation Management
04134275	HRM 4475	Strategic Staffing
04133812	ECO 3812	Labor Economics

#### IV. Capstone Courses / Internship / Thesis / Projects / Portfolio

UNESCO Code	Course Code	Course Title
04193121	BUS 4421	Business Research Methods
04134397	MGT 4797	Strategic Management
04194198	BBA 4798	Viva Voce
04194199	BBA 4799	Project Work / Internship

#### Year and Semester-wise Course Names of the Program

##### Year: First / Semester: First

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04131111	Introduction to Business	3 Hours/ Week	3
02311403	Basic English	3 Hours/ Week	3
05411505	Introduction to Mathematics	3 Hours/ Week	3
05421003	Basic Statistics	3 Hours/ Week	3
04112532	Principles of Accounting	3 Hours/ Week	3
<b>Total</b>	<b>Theory / Core: 05</b>	<b>15 Hours</b>	<b>15</b>

##### Year: First / Semester: Second

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
02312403	English Composition	3 Hours/ Week	3
05881124	Business Mathematics	3 Hours/ Week	3
05881113	Business Statistics	3 Hours/ Week	3
04131326	Principles of Management	3 Hours/ Week	3
03131012	Introduction to Psychology	3 Hours/ Week	3
<b>Total</b>	<b>Theory/Core: 05</b>	<b>15 Hours</b>	<b>15</b>

##### Year: Second / Semester: Third

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04132113	Business Communication	3 Hours/ Week	3

04111307	Microeconomics	3 Hours/ Week	3
04122628	Principles of Finance	3 Hours/ Week	3
04142430	Principles of Marketing	3 Hours/ Week	3
02221101	Bangladesh Studies	3 Hours/ Week	3
04212005	Legal Environment of Bangladesh	3 Hours/ Week	3
<b>Total</b>	<b>Theory/Core: 06</b>	<b>18 Hours</b>	<b>18</b>

**Year: Second / Semester: Fourth**

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
03112305	Macroeconomics	3 Hours/ Week	3
04122629	Financial Management	3 Hours/ Week	3
04132227	Human Resource Management	3 Hours/ Week	3
04142431	Marketing Management	3 Hours/ Week	3
04133335	Entrepreneurship Development and SME Management	3 Hours/ Week	3
<b>Total</b>	<b>Theory/Core: 05</b>	<b>15 Hours</b>	<b>15</b>

**Year: Third / Semester: Fifth**

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04133122	International Business	3 Hours/ Week	3
05414523	Operations Research	3 Hours/ Week	3
06883101	Management Information Systems	3 Hours/ Week	3
06881606	Introduction to Computer Application	4.5 Hours/ Week	3
04113533	Auditing and Taxation	3 Hours/ Week	3
<b>Total</b>	<b>Theory/Core: 05</b>	<b>16.5 Hours</b>	<b>15</b>

**Year: Third / Semester: Sixth**

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04113536	Cost and Managerial Accounting	3 Hours/ Week	3
04193121	Business Research Methods (CAP)	3 Hours/ Week	3
04133320	Organizational Behavior	3 Hours/ Week	3
04882321	Labor Law	3 Hours/ Week	3
	Major I	3 Hours/ Week	3
	Major II	3 Hours/ Week	3
<b>Total</b>	<b>Theory/Core / Major/ Capstone : 06</b>	<b>18 Hours</b>	<b>18</b>

**Year: Fourth / Semester: Seventh**

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04134119	Project Management	3 Hours/ Week	3
	Major III	3 Hours/ Week	3
	Major IV	3 Hours/ Week	3
	Minor I	3 Hours/ Week	3
	Minor II	3 Hours/ Week	3
<b>Total</b>	<b>Theory /Core/ Major / Minor/ Capstone: 05</b>	<b>15 Hours</b>	<b>15</b>

**Year: Fourth / Semester: Eighth**

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04134397	Strategic Management	3 Hours/ Week	3
	Major V	3 Hours/ Week	3
	Major VI	3 Hours/ Week	3
	Minor III	3 Hours/ Week	3
	Minor IV	3 Hours/ Week	3
<b>Total</b>	<b>Theory /Core/ Major / Minor/ Capstone : 05</b>	<b>15 Hours</b>	<b>15</b>

**Year: Fourth / Semester: Eighth**

UNESCO Code	Course Title	Contact Hour/ Week	Credit Hour
04194198	Viva Voce		3
04194199	Project Work / Internship	3 Hours/ Week	3
<b>Total</b>	<b>Core : 02</b>		<b>6</b>

**18.2 Major / Minor****MAJOR****Courses to be Taken for Major in Management**

UNESCO Code	Course Title	Major	Contact Hour/ Week	Credit Hour
04134455	Managerial Economics	Major I	3 Hours/ Week	3

04134351	Managing Change	Major II	3 Hours/ Week	3
04133362	Operations Management	Major III	3 Hours/ Week	3
04134367	Managing Innovation	Major IV	3 Hours/ Week	3
04134371	Organization Development	Major V	3 Hours/ Week	3
04134375	Organization Structure and Design	Major VI	3 Hours/ Week	3

### **Courses to be Taken for Major in Accounting**

<b>UNESCO Code</b>	<b>Course Title</b>	<b>Major</b>	<b>Contact Hour/ Week</b>	<b>Credit Hour</b>
04113551	Advanced Financial Accounting I	Major I	3 Hours/ Week	3
04113555	Tax Accounting	Major II	3 Hours/ Week	3
04114562	Advanced Financial Accounting II	Major III	3 Hours/ Week	3
04114567	Advanced Cost Accounting	Major VI	3 Hours/ Week	3
04114571	Advanced Financial Accounting III	Major V	3 Hours/ Week	3
04114575	Accounting for Managerial Control	Major VI	3 Hours/ Week	3

### **Courses to be Taken for Major in Finance**

<b>UNESCO Code</b>	<b>Course Title</b>	<b>Major</b>	<b>Contact Hour/ Week</b>	<b>Credit Hour</b>
04124651	Portfolio Management	Major I	3 Hours/ Week	3
04123662	Financial Statement Analysis and Valuation	Major II	3 Hours/ Week	3
04123655	Insurance and Risk Management	Major III	3 Hours/ Week	3
04124667	Financial Markets and Institutions	Major IV	3 Hours/ Week	3
04124675	International Financial Management	Major V	3 Hours/ Week	3
04124671	Corporate Finance	Major VI	3 Hours/ Week	3

### **Courses to be Taken for Major in Marketing**

<b>UNESCO Code</b>	<b>Course Title</b>	<b>Major</b>	<b>Contact Hour/ Week</b>	<b>Credit Hour</b>
04143451	Consumer Behavior	Major I	3 Hours/ Week	3
04143455	Integrated Marketing Communication	Major II	3 Hours/ Week	3
04144462	Marketing Channels	Major III	3 Hours/ Week	3
04144467	Strategic Brand Management	Major IV	3 Hours/ Week	3
04144475	Service Marketing	Major V	3 Hours/ Week	3

04144471	Personal Selling and Sales Management	Major VI	3 Hours/ Week	3
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### **Courses to be Taken for Major in HRM**

<b>UNESCO Code</b>	<b>Course Title</b>	<b>Major</b>	<b>Contact Hour/ Week</b>	<b>Credit Hour</b>
04133251	Employee Training and Development	Major I	3 Hours/ Week	3
04133255	Industrial Relations	Major II	3 Hours/ Week	3
04134262	Compensation Management	Major III	3 Hours/ Week	3
04134267	Organization Design and Development	Major IV	3 Hours/ Week	3
04134275	Strategic Staffing	Major V	3 Hours/ Week	3
04133812	Labor Economics	Major VI	3 Hours/ Week	3

### **MINOR**

#### **Courses to be Taken for Minor in Management**

<b>UNESCO Code</b>	<b>Course Title</b>	<b>Major</b>	<b>Contact Hour/ Week</b>	<b>Credit Hour</b>
04133362	Operations Management	Minor I	3 Hours/ Week	3
04134367	Managing Innovation	Minor II	3 Hours/ Week	3
04134371	Organization Development	Minor III	3 Hours/ Week	3
04134375	Organization Structure and Design	Minor IV	3 Hours/ Week	3

#### **Courses to be Taken for Minor in Accounting**

<b>UNESCO Code</b>	<b>Course Title</b>	<b>Major</b>	<b>Contact Hour/ Week</b>	<b>Credit Hour</b>
04113551	Advanced Financial Accounting I	Minor I	3 Hours/ Week	3
04113555	Tax Accounting	Minor II	3 Hours/ Week	3
04114567	Advanced Cost Accounting	Minor III	3 Hours/ Week	3
04114575	Accounting for Managerial Control	Minor IV	3 Hours/ Week	3

#### **Courses to be Taken for Minor in Finance**

<b>UNESCO Code</b>	<b>Course Title</b>	<b>Major</b>	<b>Contact Hour/ Week</b>	<b>Credit Hour</b>
04124651	Portfolio Management	Minor I	3 Hours/ Week	3



04123655	Insurance and Risk Management	Minor II	3 Hours/ Week	3
04123662	Financial Statement Analysis and Valuation	Minor III	3 Hours/ Week	3
04124667	Financial Markets and Institutions	Minor IV	3 Hours/ Week	3

#### **Courses to be Taken for Minor in Marketing**

<b>UNESCO Code</b>	<b>Course Title</b>	<b>Major</b>	<b>Contact Hour/ Week</b>	<b>Credit Hour</b>
04143455	Integrated Marketing Communication	Minor I	3 Hours/ Week	3
04144467	Strategic Brand Management	Minor II	3 Hours/ Week	3
04144475	Service Marketing	Minor III	3 Hours/ Week	3
04144471	Personal Selling and Sales Management	Minor IV	3 Hours/ Week	3

#### **Courses to be Taken for Minor in Human Resource Management**

<b>UNESCO Code</b>	<b>Course Title</b>	<b>Major</b>	<b>Contact Hour/ Week</b>	<b>Credit Hour</b>
04133251	Employee Training and Development	Minor I	3 Hours/ Week	3
04133255	Industrial Relations	Minor II	3 Hours/ Week	3
04134262	Compensation Management	Minor III	3 Hours/ Week	3
04134267	Organization Design and Development	Major IV	3 Hours/ Week	3

## **COURSE OUTLINE**

### **General Education Courses [in detail]**

**Course Code: SSC 1101**

**UNESCO Code: 02221101**

**Course Title: Bangladesh Studies**

**Course Type: GED**

**Year/Semester: 2<sup>nd</sup> Year, 3<sup>rd</sup> Semester**

**Prerequisite: None**

### **Course Description**

This course on Bangladesh Studies explores the country's history, socio-economic development, and cultural aspects. It covers key events like the Neo-Colonial period, the 6-Point Movement, Mass Movements, the 1970 elections, and the 1971 Liberation War. The course also looks at agricultural policies, private sector growth, demographic trends, and the strategic importance of the Bay of Bengal and hilly regions. Political history, industrialization, the RMG sector with the achievement of SDGs, education reforms, religious influences, and macroeconomic factors are also included here.

### **Rationale**

Bangladesh Studies offers a comprehensive understanding of the historical, cultural, social, political, and economic aspects of Bangladesh. The study of Bangladesh's unique heritage is vital for appreciating the country's rich traditions, struggles, and successes. By fostering all the aspects together, Bangladesh Studies helps create informed citizens who can contribute to the country's growth and participate in global conversations.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** acquaint the students with the elementary knowledge of Pakistani Colonial rule and the creation of Bangladesh;
- CO2:** assist the students in knowing about the progression of the newly independent and sovereign Bangladesh;
- CO3:** make the students able to know the collapse of democracy and the restoration of democracy in 1991;
- CO4:** help the students to know about the multi-dimensional character of Bangladesh and its people.

**Course Code: ENG 1403**  
**UNESCO Code: 02311403**  
**Course Title: Basic English**  
**Course Type: GED**  
**Year / Semester: 1<sup>st</sup> Year, 1<sup>st</sup> Semester**  
**Prerequisite: None**

### **Course Description**

The Basic English course is designed to develop essential language skills in listening, speaking, reading, writing, and grammar for effective communication. The course focuses on enhancing students' proficiency in both formal and informal communication settings through practical exercises, interactive discussions, and targeted lessons. By the end of the course, participants will have a solid foundation in the key components of the English language and be able to confidently engage in a variety of communication scenarios.

### **Rationale**

This course covers the primary skills of the English language. Grammatical Components (Functional Knowledge of English), Comprehension and Literature Components (Reading and Listening), and Production (Speaking and Writing) skills will help students improve their Communication Skills as well as Global Thinking Abilities. They thus will meet students' academic and professional needs.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** help students to acquire the language skills necessary to step into the tertiary-level education;
- CO2:** grow students' ability to understand English in a wide range of contexts;
- CO3:** enhance students' general standard of spoken English;
- CO4:** enrich students' proficiency in using English for business purposes;
- CO5:** prepare students to face situations confidently and seek employment in the modern globalized world.

**Course Code: MAT 1505**  
**UNESCO Code: 05411505**  
**Course Title: Introduction to Mathematics**  
**Course Type: GED**  
**Year/Semester: 1<sup>st</sup> Year, 1<sup>st</sup> Semester**  
**Prerequisite: None**

### **Course Description**

This course offers a thorough overview of essential mathematical concepts and techniques with a comprehensive review of algebra and equations. Students will then explore coordinate geometry, focusing on the relationship between algebraic equations and geometric figures. The course also covers logarithms, indices, exponents, and surds, providing a solid understanding of their properties and applications. The study of Matrix algebra, functions, limits, and continuity, will be introduced, emphasizing matrix operations. Finally, an introduction to differential calculus will cover the basics of derivatives in various contexts.

## **Rationale**

The course is designed to provide a comprehensive understanding of the basic concepts and functions of mathematics. This introductory course develops the basic skill of number theory, equation, properties of logarithms, indices and surds, coordinate geometry and calculus. This course provides the foundation in basic mathematics and introduces their problem-solving application.

## **Course Objectives**

The objectives of this course are to:

**C01:** provide a clear understanding of fundamental algebraic concepts and techniques to ensure a strong mathematical foundation;

**C02:** understand the properties and applications of logarithms, indices, exponents, and surds in various mathematical contexts;

**C03:** introduce matrix algebra, functions, limits, and continuity for understanding calculus and their use in various contexts.

**Course Code: STA 1503**

**UNESCO Code: 05421003**

**Course Title: Basic Statistics**

**Course Type: GED**

**Year/Semester: 1<sup>st</sup> year, 1<sup>st</sup> Semester**

**Prerequisite: None**

## **Course Description**

This course provides a foundational understanding of statistical methods and analysis, covering key topics such as data measurement, visualization, central tendency, dispersion, probability theory, correlation, and regression. With a strong emphasis on descriptive statistics, students will develop practical skills to analyze and interpret data in real-world applications.

## **Rationale**

This course offers a foundational understanding of essential statistical concepts and methodologies commonly applied in business contexts. Equipping students with the ability to analyze data and draw informed conclusions fosters a scientific approach to decision-making. Additionally, it acts like a crucial stepping stone for more advanced studies in Statistics, ensuring a solid theoretical and practical groundwork for future learning.

## **Course Objectives (COs)**

The objectives of this course are to:

**C01:** Introduce statistics as a science of data and equip students with techniques for summarizing statistical data using frequency distribution tables and graphical representations.

**C02:** Develop an understanding of descriptive statistics for generalizations, comparisons, and variability in data sets.

**C03:** Provide a foundational understanding of probability theory to support informed managerial decision-making.

**C04:** Introduce correlation and regression as methods for analyzing variable relationships and assessing the significance of their coefficients.

**Course Code: ENG 2403**  
**USECO Code: 02312403**  
**Course Title: English Composition**  
**Course Type: GED**  
**Year / Semester: 1<sup>st</sup> Year, 2<sup>nd</sup> Semester**  
**Prerequisite: ENG 1402**

### **Course Description**

The English Composition course is designed to enhance students' proficiency in advanced reading and writing, equipping them with essential skills to communicate effectively across academic and professional settings. Through a combination of reading comprehension, structured writing exercises, and critical analysis, students will develop the strategies necessary for clear, coherent, and persuasive communication. By the end of the course, students will be able to demonstrate advanced reading comprehension, produce well-organized essays and summaries, and apply effective communicative strategies in both written and spoken forms. This course is ideal for those seeking to refine their academic writing skills and deepen their understanding of advanced English composition techniques for academic and professional success.

### **Rationale**

The course mainly focuses on reading (passive skill) and writing (active skill) skills. It will widen students' both receptive and productive abilities through diverse reading and writing skills and techniques. It will enhance the existing passive and active language skills of students at the advanced level where they are expected to be competent language users reflecting the skills effectively and thus will serve students' academic and professional purposes.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** help the students to read and write English effectively and correctly;
- CO2:** prepare the students to identify errors and correct them;
- CO3:** enhance students' analytical abilities;
- CO4:** enable the students to refer to the technical awareness and global thinking;
- CO5:** develop the students' language skills for academic and professional purposes.

**Course Code: PSY 1312**  
**UNESCO Code: 03131012**  
**Course Title: Introduction to Psychology**  
**Course Type: GED**  
**Year/ Semester: 1<sup>st</sup> Year, 2<sup>nd</sup> Semester**  
**Prerequisite: None**

### **Course Description**

This course introduces students to the scientific study of behavior and mental processes. It is designed to present basic theories and concepts of Psychology. Core topics include the sub-fields, approaches, and history of psychology, biological bases of behavior, perception, memory, learning, personality, motivation and emotion, health and stress, social psychology.

## **Rationale**

This course is designed to introduce students to basic psychological theories and concepts related to bio-psychology, psychological aspects such as perception, learning, memory, motivation, personality, emotion, stress, and social behavior. It is also intended to provide a depth understanding of the scientific study of the mental process and behavior of people with specific knowledge, skills, and attitudes that will help students to make successful decisions in personal and social life. The knowledge of this course will help students to better understand advanced business courses and to decide wisely in different organizational contexts.

## **Course Objectives (CLOs)**

The objectives of this course are to:

**C01:** provide knowledge on history & evolution, sub-fields, approaches in psychology; and the biological aspects of psychology;

**C02:** help them conceptualize and apply basic concepts and theories on perception, learning, memory, motivation, emotion, personality, health, and stress, social psychology to situations in everyday life, the workplace, and different areas of business.

**Course Code: ECO 1307**

**UNESCO Code: 03111307**

**Course Title: Microeconomics**

**Course Type: GED**

**Year/Semester: 2<sup>nd</sup> Year, 3<sup>rd</sup> Semester**

**Prerequisite: None**

## **Course Description**

This course offers a comprehensive overview of the fundamental ideas of microeconomics. It focuses on the core principles and ideas that explain the decision-making process of individuals, businesses, and governments when dealing with limited resources and examines how these decisions impact the distribution of resources. Key topics include supply and demand, market equilibrium, elasticity, consumer behavior, production and costs, market structures (perfect competition, monopoly, oligopoly, and monopolistic competition), and the role of government in the economy.

## **Rationale**

Microeconomics is a fundamental course that introduces students to the basic economic principles, challenges and policies concerning the optimum allocation of resources with maximum satisfaction. This course will help students understand how consumption and production decisions are made in various market structures and how these decisions are implemented in the economy.

## **Course Objectives (COs)**

The objectives of this course are to:

**C01:** provide foundational understanding of how individuals and societies manage limited resources;

**C02:** help students acquire fundamental knowledge about the motions of demand and supply and their influence on pricing decisions;

**C03:** comprehend the fundamental theories and applications of consumers' and businesses' behaviors in the modern era;

**C04:** provide knowledge on profit maximization in different market structures.

**Course Code: LAW 1305**

**UNESCO Code: 04212005**

**Course Title: Legal Environment of Bangladesh**

**Course Type: GED**

**Year /Semester: 2<sup>nd</sup> Year, 3<sup>rd</sup> Semester**

**Pre-requisite: None**

### **Course Description**

This course provides an overview of the legal framework that governs business activities and specific legal areas related to business. Throughout the course, students will develop an appreciation for the legal environment surrounding commercial activities. In a globalized and increasingly sophisticated business environment every manager must be at par with the ever-changing legal environment and norms of trade and commerce. This course also covers the Company Act, Consumers' Right Protection Act, Bangladesh Environment Conservation Act, and the Constitution of the People's Republic of Bangladesh.

### **Rationale**

This course has been designed to orient the students with the fundamental concepts, principles, and applications of law related to business transactions. This course will also provide them with information regarding the Companies Act, Financial Acts, Constitution of Bangladesh, Consumers' Rights Protection Act, and Bangladesh Environment Conservation Act.

### **Course Objectives (COs)**

The objectives of this course are to:

**C01:** make the students about the relationship between law and economic activity in business transactions;

**C02:** build students' analytical skills to interpret the legal issues related to business decision making;

**C03:** develop students' acceptable attitudes and viewpoints concerning business ethics and social responsibility;

**C04:** familiarize them with the conventional law and constitutional law;

**C05:** provide them with the necessary knowledge regarding Company Law and other related laws in Bangladesh.

**Course Code: ECO 2305**

**UNESCO Code: 03112305**

**Course Title: Macroeconomics**

**Course Type: GED**

**Year/Semester: 2<sup>nd</sup> Year, 4<sup>th</sup> Semester**

**Prerequisite: ECO 1307**

### **Course Description**

This course provides a comprehensive introduction to macroeconomic principles, focusing on the behavior and performance of an economy as a whole. Key topics include national income measurement, the foundations of modern macroeconomic theory, savings and investment dynamics, unemployment, inflation, and the business cycle. Students will also explore the monetary system, interactions between goods and money markets, and basic concepts of open-economy macroeconomics. The course enables students to interpret the key economic variables, analyze the effects of fiscal and monetary policies, and develop a broad understanding of macroeconomic challenges in both domestic and international contexts.

### **Rationale**

The course is designed to help students understand the functioning of the overall economy, including key concepts such as national income, inflation, unemployment, and monetary systems. By exploring both theoretical foundations and real-world applications, the course prepares students to analyze economic trends, assess policy decisions, and engage critically with macroeconomic issues that influence business and society.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** develop an understanding of key macroeconomic concepts such as GDP, inflation, unemployment, and national income;
- CO2:** enable students to interpret and evaluate macroeconomic indicators and calculate national income.;
- CO3:** familiarize the reasons and consequences of business cycles;
- CO4:** explain the roles of fiscal and monetary policies in maintaining economic stability and growth;
- CO5:** introduce the principles of open-economy macroeconomics and their implications for national and global economies.

**Course Code: CSE 1606**

**UNESCO Code: 06881606**

**Course Title: Introduction to Computer Applications**

**Course Type: GED**

**Year /Semester: 3<sup>rd</sup> Year, 5<sup>th</sup> Semester**

**Pre-requisite: Acc 2532; FIN 2428; STA 2513; FIN 3429**

### **Course Description**

This course aims to develop an understanding of the introduction to computer applications, emphasizing their practical use in business and management settings. Students will develop essential skills in word processing, spreadsheet analysis, and presentation creation using Microsoft Office tools such as Word, Excel, and PowerPoint. The course covers both fundamental and advanced functions of Excel, enabling students to perform data analysis, calculate salaries, evaluate statistics, conduct financial calculations, and estimate costs. Additionally, it introduces linear programming and management science techniques for effective decision-making and optimization.



**Rationale**

This course is designed for the students to develop their basic skills for using application software like- MS Office in the workplace environment. It will focus on integrating computer technology with documenting, presenting, decision-making, forecasting and problem-solving skills for research.

**Course Objectives (COs)**

The objectives of this course are to:

- CO1:** facilitate the students about fundamental knowledge of computers;
- CO2:** help students to develop skills in Microsoft Office;
- CO3:** enable students to use different functions and formulas to solve various mathematical problems using Excel;
- CO4:** understand the optimization techniques to improve decision-making for solving real world business problems.

**Course Code: MAT 4523**

**UNESCO Code: 05414523**

**Course Title: Operations Research**

**Course Type: GED**

**Year/Semester: 3<sup>rd</sup> Year, 5<sup>th</sup> Semester**

**Pre-requisite: MAT 2524**

**Course Description**

Operations Research is a problem-solving and decision-making course that introduces students to mathematical modeling techniques used in optimizing business operations. The course covers fundamental topics including linear programming, post-optimality analysis, transportation and assignment models, waiting line theory, and decision theory. Emphasis is placed on formulating real-world problems, analyzing alternative solutions, and applying quantitative methods to support effective managerial decisions across various functional areas.

**Rationale**

This course has been designed to orient the students with the concepts, tools and models that are applied in the area of business for optimum decision making. It would help the students to foster logical thinking and strategic planning, which are essential for optimizing resources and enhancing organizational performance.

**Course Objectives (COs)**

The objectives of this course are to:

- CO1:** provide the students with a sound conceptual understanding of the role that operations research plays in the process of decision-making;
- CO2:** acquaint them with the models and tools of operations research that are applied to ensure optimum use of resources;
- CO3:** enhance their critical thinking skill by which they would be able to investigate and infer information to reach logical conclusion.

## **Core Courses [in detail]**

**Course Code: BUS 1311**

**UNESCO Code: 04131111**

**Course Title: Introduction to Business**

**Course Type: Core**

**Year/Semester: 1<sup>st</sup> Year, 1<sup>st</sup> Semester**

**Prerequisite: None**

### **Course Description**

This course is to introduce students to basic business principles, giving them a solid basis for future business and management coursework. It looks at many facets of how businesses operate and how they relate to one another in the larger economic system. Economic structures, company operations, and important fields like marketing, management, accounting, finance, and human resources will all be covered in detail for the students. The course also focused on corporate social responsibility, ethical business practices, and the role of firms in local and global contexts. This course enables students to analyses real-world business issues and make educated decisions in their academic and professional careers by giving them a thorough grasp of business basics.

### **Rationale**

This course aims to familiarize students with the basic and introductory ideas of business concepts and build the foundation for studying other business courses. The course will explore and examine various aspect of business, their interrelationship with the business system. It provides basic knowledge about the economic systems as well as an overview of important business functions including marketing, operations, accounting, finance, management, and human resources.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** acquaint students with the comprehensive introduction about the fundamentals of business;

**CO2:** help them conceptualize the basic understanding about business terminology, concepts, and current business practices;

**CO3:** enable students to articulate the concepts of social responsibility in business.

**Course Code: MGT 2326**

**UNESCO Code: 04131326**

**Course Title: Principles of Management**

**Course Type: Core**

**Year/Semester: 1<sup>st</sup> Year, 2<sup>nd</sup> Semester**

**Prerequisite: None**

### **Course Description**

This course introduces the fundamental concepts of managerial activities within an organizational setting. It covers the following topics: management functions and skills;

management approaches; the planning and decision-making processes in organizations; strategic planning to understand competitive advantages; organizational design and structure to achieve company objectives; leadership theories; employee motivational approaches; social responsibilities and ethics; and controlling approaches from a local and global perspective.

### **Rationale**

This course introduces students to an overview of management functions and their role in organizations and society. It focuses on different managerial and technical skills that relate to managerial decision-making in organizations.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** acquaint students with management principles and activities that regulate the responsibilities of managers within a group or organization;
- CO2:** help students understand the primary concepts of planning, decision-making, organizing, leading, and controlling;
- CO3:** enhance understanding of the importance of problem-solving in real-life situations as managers.

**Course Code: MAT 2524**

**UNESCO Code: 05881124**

**Course Title: Business Mathematics**

**Course Type: Core**

**Year/Semester: 1<sup>st</sup> Year, 2<sup>nd</sup> Semester**

**Prerequisite: MAT 1505**

### **Course Description**

This course offers an in-depth exploration of essential mathematical concepts, including the theory of sets, permutations and combinations, and progressions. Students will delve into the mathematics of finance, covering key topics such as interest rates, annuities, and amortization. The course also emphasizes the practical applications of matrix algebra in solving linear equations and transformations. Additionally, students also know the techniques of differentiation including maxima, minima, point of inflexion and application of integration for solving real world problems.

### **Rationale**

This course is designed to provide students with a strong foundation in essential mathematical concepts of business mathematics. This course ensures that students can apply mathematical techniques to real-world financial scenarios, while the emphasis on matrix algebra and calculus equips them with the skills needed to solve complex problems in various applications.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** make the students familiar with the various mathematical rules and procedures for solving business problems independently;
- CO2:** provide learners with the knowledge of financial problems involving interest rates, annuities, and amortization using appropriate mathematical techniques;

**C03:** utilize mathematical techniques to interpret and solve real-world scenarios effectively;

**C04:** help the students improve their skills in differentiation and integration techniques to address and solve complex real-world problems.

**Course Code: STA 2513**

**UNESCO Code: 05881113**

**Course Title: Business Statistics**

**Course Type: Core**

**Year/Semester: 1<sup>st</sup> Year, 2<sup>nd</sup> Semester**

**Prerequisite: STA 1503**

### **Course Description**

This course provides an in-depth exploration of probability and statistical methods, fundamental to understanding and analyzing data in academic and professional contexts. Students will engage with topics such as discrete and continuous probability distributions, including their theoretical foundations and practical applications, with a focus on random variables, probability functions, and the normal distribution. The syllabus includes a detailed study of sampling distributions, point and interval estimation, and hypothesis testing for one and two samples. The course also emphasizes non-parametric methods, notably the Chi-Square tests for independence and goodness of fit, and introduces Analysis of Variance (ANOVA) for comparative data analysis. Additionally, students will learn time series analysis and forecasting techniques, covering trend measurements and seasonal adjustments. By the end of this course, participants will have acquired the analytical proficiency required for rigorous statistical analysis and evidence-based decision-making in academic research and beyond.

### **Rationale**

This course provides the students with a strong foundation in statistical terminology and concepts, equipping them to apply these principles effectively in advanced analytical contexts. By seamlessly integrating theoretical frameworks with practical applications, it cultivates proficiency in evidence-based decision-making, empowering students to conduct rigorous research and solve complex real-world business problems.

### **Course Objectives (COs)**

The objectives of this course are to:

**C01:** equip students with the ability to approximate probabilities for both discrete and continuous probability distributions;

**C02:** guide students in constructing sampling distributions of the sample mean, ensuring accurate representation of population parameters;

**C03:** develop students' proficiency in estimating population parameters using confidence interval methods for informed statistical inference;

**C04:** provide essential knowledge of parametric and non-parametric hypothesis testing procedures, enabling rigorous statistical analysis;

**C05:** strengthen students' ability to analyze time series components for effective forecasting in business data contexts.

**Course Code: BUS 2413**  
**UNESCO Code: 04132113**  
**Course Title: Business Communication**  
**Course Type: Core**  
**Year/Semester: 2<sup>nd</sup> Year, 3<sup>rd</sup> Semester**  
**Prerequisite: ENG 2403**

### **Course Description**

This course is designed to develop students' communication skills essential for success in the business environment. It emphasizes practical techniques for effective written and oral communication in various business contexts, including internal and external correspondence, reports, presentations, and digital communication. Through case studies, group projects, and role-plays, students will learn to communicate with clarity, confidence, and professionalism while adapting to diverse business audiences and situations. The course also introduces professional communication, business etiquette, and proper use of information.

### **Rationale**

This course is designed to help students master the fundamentals of professional communication and prepare them for the broader expectations they will encounter in today's workplace.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** prepare students for the communication challenges that they will have to face in their professional life;
- CO2:** provide students with a detailed knowledge of business communication and report writing;
- CO3:** help students deliver oral presentation both in a formal and an informal environment;
- CO4:** make students confident and skilled in communication relative to securing employment.

**Course Code: FIN 2428**  
**UNESCO Code: 04122628**  
**Course Title: Principles of Finance**  
**Course Type: Core**  
**Year/Semester: 2<sup>nd</sup> Year, 3<sup>rd</sup> Semester**  
**Prerequisite: None**

### **Course Description**

This course provides students with a solid foundation in the fundamental concepts of finance. It covers the essential principles and techniques used in financial decision-making within business enterprises. The course emphasizes key areas such as financial management activities, time value of money, risk and return assessment, and the process of valuing financial assets like bonds and stocks. Students will explore the roles of financial institutions and markets, the sources of funds for businesses, and the importance of business ethics in finance. The course

prepares students to make informed and confident financial decisions in various business contexts through a combination of theoretical concepts and practical application.

### **Rationale**

This course is designed to introduce students to the core concepts and tools required to navigate the world of finance. As businesses face increasingly complex financial decisions, understanding fundamental financial principles becomes crucial for effective management and sustainable growth. This course aims to equip students with the knowledge and skills necessary to assess financial risks, make investment decisions, and understand the impact of financial markets and institutions. By focusing on the time value of money, risk-return analysis, and valuation techniques, the course prepares students to become proficient in addressing real-world financial challenges, ultimately contributing to their success as future financial professionals.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** help students understand the core concepts of finance, managerial finance activities, and the basic decisions of financial managers;

**CO2:** enable students to gain knowledge about the functions of financial institutions and markets, as well as sources of funds;

**CO3:** familiarize students with the procedures for assessing risk and return in financial decisions;

**CO4:** provide students with the understanding of the time value of money, the use of computational tools, and the basic patterns of cash flows;

**CO5:** introduce students to the process of bond valuation and enable them to evaluate various aspects of stock valuation.

**Course Code: ACC 2532**

**UNESCO Code: 04112532**

**Course Title: Principles of Accounting**

**Course Type: Core**

**Year/Semester: 1<sup>st</sup> Year, 1<sup>st</sup> Semester**

**Prerequisite: None**

### **Course Description**

This course is designed to provide students with a familiarity and a thorough understanding of the accounting concepts and convention involved in analyzing and recording business transactions. The course also enhances students' ability to prepare financial statements for different types of ownership entities. It also emphasize on the accounting concepts and techniques behind the valuation of current assets, current liabilities and stockholder's equity.

### **Rationale**

This course is designed to build the capacity of students to measure, record and report economic activity for business concerns. It enables students to apply accounting concepts in creating financial statements of an organization. This course is the ideal way for students to

acquire a valuable skill as well as begin to develop competency in the functional areas of accounting.

### **Course Objectives**

The objectives of this course are to:

- C01:** familiarize students with the ethical standards, principles, and assumptions and recording process of economic events of an organization;
- C02:** assist students to prepare financial statements of an organization using the reporting standard;
- C03:** help students to identify and operate appropriate procedures for current liabilities and receivables;
- C04:** facilitate knowledge about different categories of shares and their issuing process as well as their impact on the financial position of a company.

**Course Code: MKT 2330**

**UNESCO Code: 04142430**

**Course Title: Principles of Marketing**

**Course Type: Core**

**Year/Semester: 2 Year, 3<sup>rd</sup> Semester**

**Prerequisite: None**

### **Course Description**

The course provides a foundational understanding of marketing concepts, strategies, and practices. It covers key areas like consumer behavior, market segmentation, and the marketing mix (4Ps or 7Ps). Students learn how businesses identify target markets and manage marketing functions to reach and engage customers effectively.

### **Rationale**

The course is designed to introduce the basic concepts and practices of marketing to business graduates. This course provides a general knowledge of marketing, emphasizing the marketing mix elements, environmental factors, and value-driven marketing strategies to meet customer demands. Along with the theoretical understanding of marketing taught in the class, the course also helps students relate to practical scenarios that may develop a creative perspective for analyzing and solving marketing problems.

### **Course Objectives (COs)**

The objectives of this course are to:

- C01:** make the students clear about the basic concepts of marketing, the marketing process, and the major trends and forces affecting marketing in the age of customer relationships;
- C02:** foster knowledge on environmental forces that influence students' ability to detect and analyze environmental problems related to marketing;
- C03:** assist students to develop an understanding of consumer and business buying

behavior;

**C04:** enhance students' analytical and critical ability about market segmentation, targeting, and positioning of company offerings;

**C05:** help students conceptualize marketing mix strategy.

**Course Code: FIN 3429**

**UNESCO Code: 04122629**

**Course Title: Financial Management**

**Course Type: Core**

**Year/Semester: 2<sup>nd</sup> Year, 4<sup>th</sup> Semester**

**Prerequisite: FIN 2428**

### **Course Description**

This course offers an in-depth exploration of fundamental financial concepts and decision-making tools essential for managing the financial operations of business organizations. It introduces learners to the core areas of financial management, including cost of capital, capital structure, leverage, capital budgeting, working capital management, and dividend policy. Emphasis is placed on theoretical understanding and quantitative analysis to equip students with the ability to make informed financial decisions in diverse business contexts. Through gaining this financial knowledge, students develop a strong foundation for pursuing advanced finance courses and professional roles in corporate finance, investment analysis, and financial consulting.

### **Rationale**

In today's rapidly evolving financial environment, effective financial decision-making is critical to the success and sustainability of business organizations. This course builds students' analytical and conceptual competencies to assume financial responsibilities in their future careers. It enables students to understand the principles, tools, and frameworks used to assess financial performance, determine capital requirements, evaluate investment opportunities, and formulate strategic financial policies. By completing this course, students will be better prepared to navigate complex financial landscapes and contribute meaningfully to the financial health of organizations.

### **Course Objectives (COs)**

The objectives of this course are to:

**C01:** enable students to identify and explain the fundamental roles and responsibilities of financial managers;

**C02:** develop students' ability to analyze capital structure and capital budgeting decisions for effective financing and investment planning.;

**C03:** enable students to design sustainable financial plans by understanding short-term and long-term obligations, efficiently managing working capital, and evaluating appropriate dividend policies.



**Course Code: HRM 3327**

**UNESCO Code: 04132227**

**Course Title: Human Resource Management**

**Course Type: Core**

**Year/Semester: 2<sup>nd</sup> Year, 4<sup>th</sup> Semester**

**Prerequisite: MGT 2326**

### **Course Description**

This course provides an overview of human resource management in today's organizations. It examines an organization's strategic planning and the role of the Human Resources (HR) department in its strategic plans. The course describes various aspects of human resource management, including job analysis, personnel planning and recruiting, employee selection, employee training and development, performance management and appraisal, and compensation.

### **Rationale**

This course is designed for business students to introduce the management of organizations' workforce by describing various human resource activities. The course delineates human resource practices from recruitment to retirement.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** acquaint students with the concept of managing HR at the workplace and how it relates to the management process;
- CO2:** provide an overview of the recent trends, which disrupting and shaping the roles of HR;
- CO3:** facilitate the necessary knowledge of job analysis and how it bolsters in designing different jobs at the workplace;
- CO4:** accumulate basic ideas about the acquisition, maintenance, and development of human resources in the organization;
- CO5:** demonstrate the process of creating an effective performance management system in the organization;
- CO6:** familiarize the way of compensating human resources that enhances employee commitment, motivation, and intention to stay in the organization.

**Course Code: MKT 3331**  
**UNESCO Code: 04142431**  
**Course Title: Marketing Management**  
**Course Type: Core**  
**Year/Semester: 2<sup>nd</sup> Year, 4<sup>th</sup> semester**  
**Prerequisite: MKT 2330**

### **Course Description**

This course offers a comprehensive foundation in marketing principles, strategies, and practices essential for modern business success. Designed as a core course for undergraduate business students, it introduces key marketing concepts including customer value creation, competitive strategy, product and service positioning, pricing tactics, and digital engagement. The course equips students to design actionable marketing plans, apply analytical frameworks, and critically evaluate real-world marketing problems.

### **Rationale**

This course aims to provide an understanding of the key concepts of marketing, preparing students to apply marketing principles in the business discipline. It will also help students improve their knowledge, ability, and skills to make effective marketing decisions. This course has covered the concepts of marketing philosophy, marketing plans, addressing competition, maintaining customer relationships, marketing mix and digital marketing. It also introduces a marketing-centered approach to becoming successful in the business world.

### **Course objectives:**

The objectives of this course are to:

- C01:** enable students to understand marketing philosophy, core concept used in marketing;
- C02:** develop students' ability to prepare a marketing plan;
- C03:** enhance students' knowledge about customer relationship for attracting and retaining the right Customer;
- C04:** acquaint students with the competitive strategies for the market leader, challenger and followers;
- C05:** help them conceptualize the product, service and pricing strategies;
- C06:** make the students familiarize with value networks, channel and different tools of marketing Communication and digital marketing.

**Course Code: ACC 3433**  
**UNESCO Code: 04113533**  
**Course Title: Auditing and Taxation**  
**Course Type: Core**  
**Year/ Semester: 2<sup>nd</sup> Year, 4<sup>th</sup> Semester**  
**Pre-requisite: ACC 2532**

### **Course Description**

This course provides an overview of auditing and taxation principles. It covers audit types, objectives, evidence, internal control systems, and risk assessment in line with auditing standards. The taxation section introduces key concepts, classifications, and income sources, including salary, property, agriculture, business, and capital gains.

### **Rationale**

Auditing is essential in developing trust, fairness and confidence in financial reporting. This course is designed to make the students understand audit procedures and assurance services, audit planning and execution, audit techniques. The course also provides a better understanding of the Taxation system and tax assessment procedures for individuals. It allows students to apply theoretical knowledge to practical situation.

### **Course Objectives (COs)**

The objectives of the course are to:

- CO1:** help students conceptualize the fundamental concepts and professional framework of auditing;
- CO2:** foster the analytical and critical knowledge about assessment of risk, determination of materiality and significance of internal control;
- CO3:** provide the basic concept of tax, assessee and residential status;
- CO4:** state the concept of different types and sources of income as per income tax law;
- CO5:** make the students able to assess individual tax as per income tax ordinance, 1984.

**Course Code: MGT 3435**  
**UNESCO Code: 04133335**  
**Course Title: Entrepreneurship Development and SME Management**  
**Course Type: Core**  
**Year/ Semester: 3<sup>rd</sup> Year, 5<sup>th</sup> Semester**  
**Prerequisite: MGT 2326**

### **Course Description**

This course explores entrepreneurship fundamentals, including opportunity identification, innovation, corporate and social entrepreneurship, business planning, and SME management, with a focus on Bangladesh's entrepreneurial landscape and challenges faced by women and small business owners.

### **Rationale**

This course is designed to introduce the principles, functions and current challenges of entrepreneurship development and small businesses. It orients students with the fundamental

requirements for successful business operations. This course will help to understand the opportunities and importance of creating a venture.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** familiarize the students with the essential knowledge and skills that is required for entrepreneurship and small and medium enterprise (SME) development;
- CO2:** create awareness about the constraints related to entrepreneurship and small and medium enterprise (SME) development;
- CO3:** equip the student with the necessary skills to create and sustain business ventures;
- CO4:** build capabilities to manage a business within and across national boundaries;
- CO5:** define the strategies to cope with the fast-changing business environment.

**Course Code: CSE 3401**

**UNESCO Code: 06883101**

**Course Title: Management Information Systems**

**Course Type: Core**

**Year/Semester: 3<sup>rd</sup> Year, 5<sup>th</sup> Semester**

**Prerequisite: MGT 2326**

### **Course Description**

This course provides a comprehensive overview of the foundational concepts and applications of information systems in the business environment. Students will explore the role of information systems in organizations and their strategic impact on business operations. The course covers electronic commerce systems, emphasizing their influence on modern business practices and consumer interactions. Key topics include database and information management, Enterprise applications such as ERP, CRM, and SCM systems will be examined for their role in integrating business processes. Students will learn about the methodologies for building information systems and the importance of maintaining robust security measures to protect organizational data.

### **Rationale**

This course is designed to learn about the components and facilities of the information system so that the students can understand the impact of the information system and various modules of the decision-making process. It will bridge the communication gap between computer science and business disciplines such as marketing, accounting, finance, and management.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** conceptualize the students about the importance of information systems for the business and management;
- CO2:** provide students a detailed understanding of the techniques and procedures of management information systems;
- CO3:** acquaint students with key issues of building and using information systems, while facilitating necessary knowledge of security and ethical considerations.

**Course Code: BUS 4322**  
**UNESCO Code: 04133122**  
**Course Title: International Business**  
**Course Type: Core**  
**Year/Semester: 3<sup>rd</sup> Year, 5<sup>th</sup> Semester**  
**Prerequisite: BUS 1311**

### **Course Description**

This course provides a comprehensive overview of the global business environment and explores how companies operate and compete in international markets. Students will examine the economic, political, legal, and cultural factors that influence international trade and investment. Topics include globalization, cross-cultural communication, international market entry strategies, country evaluation and selection, international finance, and the ethical and social responsibility challenges of doing business abroad. Through case studies, real-world examples, and interactive projects, students will develop the skills and knowledge necessary to analyze international business opportunities and make strategic decisions in a global context.

### **Rationale**

This course is designed to give students a thorough understanding of international business. It develops students' skills to work and make decisions in the global context. The course provides in-depth knowledge about the global economic, political, cultural, and legal environment within which firms operate. It will also prepare students to execute strategies, plans, and tactics to be successful in international business ventures.

### **Course Objectives (COs)**

The objectives of this course are to:

- C01:** make the students understand and facilitate necessary knowledge about introductory issues;
- C02:** enable students to recognize different dimensions of environment on international business;
- C03:** provide modern knowledge on trade theories, strategies and entry modes;
- C04:** develop student capacity to identify the reasons behind trade control by government and its tools;
- C05:** familiarize with different modes used by firm to enter an international market;
- C06:** enhance knowledge about the functional areas of business such as economics, marketing, human resources, finance, operations, and control of international business.

**Course Code: ACC 4436**  
**UNESCO Code: 04113536**  
**Course Title: Cost and Managerial Accounting**  
**Course Type: Core**  
**Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**  
**Prerequisite: ACC 2532**

### **Course Description**

This course introduces students to cost and management accounting, focusing on cost control, decision-making, and performance evaluation. It equips students the skills they need to evaluate company operations, develop effective strategies, and manage resources efficiently, aligning accounting insights with managerial goals in business and industrial environments.

### **Rationale**

The course is designed to make the students familiar with management of business and industrial enterprises through well-planned policy on the critical issues of costing. It provides a systematic and logical way of analyzing business decisions that focuses on the managerial part of business. It will acquaint students with various concepts of costing, the decision making and controlling process of managerial accounting.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** provide the students with the concept of cost and management accounting and their implementation in the real business world;

**CO2:** acquaint the students with the detailed knowledge about element wise cost in production-related business as well as other businesses;

**CO3:** help students interpret different techniques for presenting financial information to both external and internal users of this information;

**CO4:** assist students to develop ideas to prepare an integrated business plan for effective planning and decision making.

**Course Code: MGT 4320**  
**UNESCO Code: 04133320**  
**Course Title: Organizational Behavior**  
**Course Type: Core**  
**Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**  
**Prerequisite: PSY 1312, MGT 2326**

### **Course Description**

This course will focus on understanding how organizations can be managed more effectively and enhancing the quality of employees' work life. Topics will include Organizational Behaviors, Diversity in Organizations, Job Attitudes, Personality and Values, Perceptions, Groups and Teams, Power and Politics, Organizational Culture and Change, Stress and Health in Organizations, and Conflict and Negotiation.

## **Rationale**

This course is designed to assist students with a comprehensive understanding of individual and group behavior in organizations. It will focus on how the behaviors of individuals and groups influence an organization's culture, design, ethics, and structure. This course will teach contemporary approaches to conflict resolution, communication, negotiation, change, and stress management within a work environment.

## **Course Objectives (COs)**

The objectives of the course are to:

- CO1:** introduce the implications of organizational behavior;
- CO2:** help the students understand the factors as well as individual characteristics that influence work behavior and organizational effectiveness;
- CO3:** facilitate a critical evaluation of current knowledge of culture, structure, conflict, negotiation, change, and stress management within an organization.

**Course Code: LAW 2321**

**UNESCO Code: 04882321**

**Course Title: Labor Law**

**Course Type: Core**

**Year/Semester: 3<sup>th</sup> Year, 6<sup>th</sup> Semester**

**Prerequisite: MGT 2326, LAW 1305**

## **Course Description**

This course examines the legal framework governing labor relations in Bangladesh, with a focus on the Bangladesh Labor Act, 2006. It covers key legal provisions related to employment conditions, working hours, wages, occupational safety, termination, trade unions, collective bargaining, and dispute resolution. Special attention is given to legal protections for women and adolescent workers, and compliance practices are explored through case studies.

## **Rationale**

This course is designed to provide students with an overview of the fundamentals of the Labor law. It will acquaint students with the legal concepts, procedures, terminology, and current issues in Bangladesh Labor Code.

## **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** acquaint the students with the core concepts of labor laws, employees' rights as well as labor ideology with particular reference to Bangladesh;
- CO2:** Make the students understand the various factors in the industrial relations system, the institutional relationship among the actors;
- CO3:** facilitate knowledge about the rights available for the worker under a different statute;
- CO4:** develop intellectual skills for collecting and analyzing information and explore the role of law in ordering industrial relations in society.

**Course Code: BUS 4319**

**UNESCO Code: 04134119**

**Course Title: Project Management**

**Course Type: Core**

**Year /Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**

**Pre-requisite: MGT 2326, FIN 3429, HRM 3327, MKT 3331, MAT 4523, LAW 1305, ACC 4436**

### **Course Description**

This course provides a comprehensive understanding of Project Management, covering fundamental concepts, methodologies, and practical tools for successful project execution. The course also explores organizational structures, monitoring systems, and control mechanisms to ensure effective project implementation. Through real-world case studies, students will develop stakeholder analysis, cost-benefit analysis, and value management skills. The course concludes with a focus on project evaluation, termination, and the unique challenges of managing development projects in Bangladesh.

### **Rationale**

This course has been designed to orient the students with the necessary strategies that are followed for effective and efficient management of different classes of projects. It will help the students to gain the skills necessary for successful implementation of projects.

### **Course Objectives (COs)**

The objectives of this course are to:

**C01:** acquaint students with different phases of a project and related functions performed by a project manager;

**C02:** familiarize them with the management skills needed at different project organizational forms;

**C03:** make them conversant with different project planning, monitoring, controlling and evaluating tools applied in real world;

**C04:** develop the skill to prepare a project profile by analysing different time and cost constraints.



## **Major Courses: Management [in detail]**

**Course Code: MGT 4562**

**UNESCO Code: 04133362**

**Course Title: Operations Management**

**Course Type: Major**

**Year/Semester: 3rd Year, 6<sup>th</sup> Semester**

**Prerequisite: MGT 2326**

### **Course Description**

Operations Management explores the design, execution, and optimization of business processes involved in producing and delivering goods and services. This course equips students with tools and techniques to improve efficiency, quality, and customer satisfaction across various industries. Topics include operations strategy, facility location, process analysis, Production planning and control, capacity planning, inventory control, and quality management. Through case studies, problem-solving, and real-world applications, students develop critical decision-making skills to manage operations strategically and sustainably in a global business environment.

### **Rationale**

This course aims at introducing the students to the fundamentals of operations management and its practices. It will help the students to understand the concepts, functions and techniques of operations management and their applications in both profit and non-profit oriented organizations.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** help the students to interpret the concepts, principles, problems, and practices of operations management;

**CO2:** acquaint students with the process of developing an operations strategy to achieve competitive advantages;

**CO3:** provide an understanding of the methods applied to develop location strategies and review the importance of developing a layout strategy;

**CO4:** facilitate necessary knowledge about the importance of productivity and competitiveness at both the organizational and national levels;

**CO5:** accumulate basic ideas of quality management practice in the organization, and enable students to apply different inventory control techniques used by organizations in the real world.

**Course Code: MGT 4351**  
**UNESCO Code: 04134351**  
**Course Title: Managing Change**  
**Course Type: Major**  
**Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**  
**Prerequisite: MGT 4320**

### **Course Description**

This course explores the intricacies of organizational transformation and change. Types of change, drivers of change, tactics for resistance, and the roles of leadership and organizational culture are all discussed. To effectively handle structural, strategic, and cultural changes in a range of organizational contexts, students will assess leading change theories critically and develop practical solutions.

### **Rationale**

This course is designed to explore the concepts of change, various theoretical perspectives, contemporary forces of change, models of change, the role of change agents and leadership competencies, resistance to change and managing organizational change in different cultural context. Further, throughout the course, students are expected to develop a sense of ease at the time of engaging themselves in a changing business environment.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** introduce students to the changing business environment and its effects on the organizational decisions;
- CO2:** acquaint students with the perspectives and models of organizational change;
- CO3:** provide an understanding of the importance of organizational transformation to effective change implementation;
- CO4:** assist the students to develop management skills to reduce resistance to change and manage it;
- CO5:** help students to realize the importance of change agents and their competencies;
- CO6:** facilitate students with the knowledge of different organizational structures and cultural orientations in the changing context.

**Course Code: MGT 4367**  
**UNESCO Code: 04134367**  
**Course Title: Managing Innovation**  
**Course Type: Major**  
**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**  
**Prerequisite: MGT 2326, MGT 3435**

### **Course Description**

This course explores how innovation is developed, managed, and applied in organizations and start-ups. Students learn about innovation types, intellectual property, organizational learning, R&D, and strategic alliances. Through practical tools and case studies, they gain skills to

implement innovation strategies and drive competitive advantage across diverse business environments.

### **Rationale**

This course is designed to help students understand the principles and processes of innovation management, enabling them to develop and manage innovative products, services, and business models. By bridging theory and practice, it prepares students to contribute meaningfully to innovation efforts in both established organizations and entrepreneurial ventures.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** familiarize students with necessary knowledge of innovation management;

**CO2:** enable students to understand the basic concepts of managing innovation within firms and managing intellectual property;

**CO3:** help students develop the necessary skills for managing organizational knowledge and for managing strategic alliances and networks;

**CO4:** enhance students' capabilities in understanding service innovation and managing R&D projects.

**Course Code: MGT 4371**

**UNESCO Code: 04134371**

**Course Title: Organization Development**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**

**Prerequisite: MGT 4320**

### **Course Description**

This course provides a comprehensive understanding of Organization Development (OD), emphasizing its principles, theories, and practical applications in managing organizational change. Students will explore the historical evolution of OD, key models of planned change, and the ethical responsibilities of OD practitioners. The course will also cover critical OD interventions, including human process, technostructural, and strategic change interventions, equipping students with the skills to diagnose organizational challenges and implement effective solutions. Additionally, students will analyze case studies, examine global OD applications, and discuss emerging trends shaping the future of OD.

### **Rationale**

This course is designed to familiarize students with theories and applications of organization development for improving organizational effectiveness. In this course, students will learn the fundamental theories of organization development (OD), explore the dimensions of OD interventions at the organizational, team and individual levels, and apply OD approaches to diagnose and enable change effectively.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** facilitate necessary knowledge about theories and applications associated with organization development;

**C02:** help students identify organizational situations that would benefit from OD interventions;

**C03:** provide an understanding of different models, tools and techniques for planning, designing and implementing OD interventions in an organizational setting.

**Course Code: ECO 4455**

**UNESCO CODE: 04134455**

**Course Title: Managerial Economics**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**

**Prerequisite: ECO 2305**

### **Course Description**

The course Managerial Economics applies microeconomic theory to business decision-making. It covers demand analysis, cost and production functions, market structures, and pricing strategies. Students learn optimization techniques, demand forecasting, and how economic principles guide managerial choices. Emphasis is placed on analytical tools and real-world applications to enhance strategic and operational decisions within firms.

### **Rationale**

This course is designed to guide students with a basic understanding of economic concepts, economic analysis, and problems of formulating logical managerial decisions. It will sharpen their analytical skills by integrating their knowledge of economic theory and models with decision-making techniques.

### **Course Objectives (COs)**

The objectives of this course are to

**C01:** familiarize students with the basic principles of economics and tools of mathematics and statistics to make optimal business decisions;

**C02:** enhance students' ability regarding economic environments in which business organizations operate and understand how managerial decisions can vary under different situations;

**C03:** enable them to apply the techniques and theories of microeconomics to explain how firms and consumers behave in society.

**Course Code: MGT 4475**

**UNESCO Code: 04134375**

**Course Title: Organization Structure and Design**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**

**Prerequisite: MGT 4320**

### **Course Description**

This course explores the foundational principles and contemporary practices of organizational structure and design. It examines how organizations are structured to achieve strategic goals and adapt to changing environments. Students will analyze various structural forms and the

interrelationships between organizations within global and local contexts. Key topics include organizational design models, inter-organizational relationships, global organizational design, and the impact of structure on efficiency and innovation. The course also delves into the dynamics of organizational conflict and politics, emphasizing their influence on decision-making and structural change. Additionally, students will investigate the effects of organization size and life cycle on design choices, and how emerging workplace technologies are transforming organizational forms and physical design.

### **Rationale**

The course is developed to orient the students with the relationship among organizational structure, design and organizational effectiveness. It will help them to design new structures for organizational settings.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** make the students understand the principles of organization structure and design;
- CO2:** acquaint students with the strategy, technology, organizational culture, change, and organizational size on organizational and inter-organizational relationships;
- CO3:** enable students to apply analytical skills to design an organizational structure that will promote performance;
- CO4:** help students conceptualize the decision-making hierarchies, bureaucracy, power, and politics;
- CO5:** facilitate students with knowledge on the importance of values, ethics, and social responsibility in organizational development;
- CO6:** provide students with the necessary knowledge regarding the management of conflicts, power & politics.

### **Major Courses: Accounting [in detail]**

**Course Code: ACC 4551**

**UNESCO Code: 04113551**

**Course Title: Advanced Financial Accounting I**

**Course Type: Major**

**Year/ Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**

**Pre-requisite: ACC 2532**

### **Course Description**

This course provides a comprehensive understanding of advanced topics in financial accounting with a focus on the recognition, measurement, and reporting of complex financial transactions. The objectives of the course are to introduce the students with the important aspects of share and goodwill valuation, dilutive securities, EPS and partnership business. The course also covers critical areas such as depreciation and impairments, cash flow statement preparation, and accounting changes and error analysis. Emphasis is placed on both theoretical foundations and practical applications in accordance with applicable accounting standards.

### **Rationale**

Advanced Financial Accounting equips students with the critical knowledge and technical skills required to handle complex accounting scenarios in modern business environments. By covering valuation techniques, partnership operations, asset management, financial reporting, and capital structure analysis, the course prepares students for informed decision-making and ethical financial reporting. It supports both academic advancement and professional readiness for careers in accounting, auditing, and financial analysis.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** provide the knowledge of formal procedures associated with issuing and recording long-term debt;
- CO2:** acquaint students with the basic tools for the issuance, conversion, and retirement of convertible securities by using stock warrant and option;
- CO3:** help the students to identify and evaluate the key terms of share and goodwill valuation;
- CO4:** foster the analytical knowledge of formation and liquidation aspect of partnership business.
- CO5:** enhance the skill of applying accounting principles and procedure for depreciation, impairments and depletion;
- CO6:** facilitate analytical ability of cash generating activities to prepare cash flow statement by using direct and indirect method;
- CO7:** help the students conceptualize basic knowledge about the consequences of change in policies, principles, and estimation of accounting;

**Course Code: ACC 4455**

**UNESCO Code: 04113555**

**Course Title: Tax Accounting**

**Course Type: Major**

**Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**

**Prerequisite: ACC 3433**

### **Course Description**

This course provides a clear overview of the income tax and customs regulations in Bangladesh. It covers key topics such as tax authorities, assessment and collection procedures, the set-off and carry forward of losses, as well as tax offenses and penalties. Students will also learn about the Customs Act, Gift Tax, Value Added Tax (VAT), and tax assessments for individuals, firms, and companies. The course emphasizes both the legal frameworks and their practical applications relevant to taxation in Bangladesh.

### **Rationale**

This course is designed to provide a better understanding of the basic concepts related to various tax laws, including the Income Tax Ordinance of 1984, the Gift Tax Act of 1990, the Customs Act of 1969, and the Value Added Tax Act of 1991. It enables students to perform assessment procedures for different entities.

### **Course Objectives (COs)**

The objectives of this course are to:

- C01:** help students to understand the roles of Income Tax Authorities and the Income Tax Act;
- C02:** acquaint students with basic ideas about the appropriate rules for set-off and carry forward of losses, and penalties for violation of tax rules;
- C03:** foster the analytical and critical skills regarding the valuation of imported goods for duty assessment;
- C04:** help students to apply appropriate assessment procedures to compute gift tax, Value Added Tax and installment of advance tax payment;
- C05:** develop students' capacity for income tax assessment of various business concerns based on respective laws.

**Course Code: ACC 4562**

**UNESCO Code: 04114562**

**Course Title: Advanced Financial Accounting II**

**Course Type: Major**

**Year/ Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**

**Pre-requisite: ACC 4551**

### **Course Description**

This course covers several important financial reporting topics including disclosures of financial statement and financial reporting for financial institutions. It also develops students understanding of the international accounting standards on advanced issues in accounting like revenue recognition and income tax. The course provides a detailed knowledge of accounting principles, concepts, and techniques for analyzing complex problems and find their appropriate solutions in practical work situation.

### **Rationale**

In a competitive world, the knowledge of different types of business, their accounting procedure and proper presentation of financial information is essential for appropriate decision making. This course is designed to develop students' understanding of accounting issues in different forms of business, like joint ventures, insurance, and companies. This course also facilitates the presentation of financial information to stakeholders. This course enables students to apply accounting knowledge in the practical field to solve complex problems.

### **Course Objective (COs)**

The objectives of this course are to:

- C01:** acquaint students with detailed knowledge of revenue recognition and presentation of financial reports;
- C02:** make students able to apply the knowledge of financial accounting and tax concepts to reconcile net income with net taxable income;
- C03:** make the students able to analyze joint venture business, its accounting procedure, and related accounting standard;
- C04:** acquaint students with the accounting system of financial institutions;
- C05:** help students to apply their analytical ability to determine the actual assets and liabilities of an insolvent.

**Course Code: ACC 4467**  
**UNESCO Code: 04114567**  
**Course Title: Advanced Cost Accounting**  
**Course Type: Major**  
**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**  
**Pre-requisite: ACC 4436**

### **Course Description**

This course provides in-depth knowledge of various procedures, methods and techniques used in cost accounting. It covers key topics such as contract costing, operating costing, joint and by-product costing and standard costing with variance analysis. Students will develop skills to manage complex scenarios, including incomplete contracts, split-off points, and equivalent unit calculations using both FIFO and average methods. The course places a strong emphasis on practical applications, decision-making, and cost control in service and manufacturing concerns.

### **Rationale**

This course involves in-depth learning of the techniques and theories used in cost accounting. Various concepts and methods needed by managers for performing functions like costing for different products or services, costing for joint-products and by-products, variance analysis etc., will be discussed here. This course will help to develop the skill of applying different costing strategies and procedures which will assist the decision-makers in real life situations.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** enhance the ability of the students to use the techniques of calculating costs for different service organizations;
- CO2:** enable the students to learn application of various methods of contract costing;
- CO3:** help students to gain knowledge of process costs with the concept of normal and abnormal loss and Inter-process profit;
- CO4:** familiarize the students with the concept of equivalent production and valuation of work-in-process;
- CO5:** equip students with an understanding of allocating costs to joint products and by-products;
- CO6:** familiarize the students with various techniques of standard costing and variance analysis.

**Course Code: ACC 4571**  
**UNESCO Code: 04114571**  
**Course Title: Advanced Financial Accounting III**  
**Course Type: Major**  
**Year/ Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**  
**Prerequisite: ACC 4551**

### **Course description**



The course is designed to provide an in-depth and clear understanding of accounting concepts and their application in practical situations. This course includes the accounting concept of lease, borrowing cost, different forms of mergers and reconstructions of companies. It also includes the tools of financial statement analysis to support financial decisions.

### **Rationale**

This course is designed to build the capacity of the students to gain a clear understanding of the accounting system in different business organizations and the ability to apply those concepts in a practical situation. It will develop students' knowledge about lease finance and borrowing. It will also provide knowledge about accounting methods for amalgamation, absorption, and reconstruction.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** provide the knowledge about nature, classification and valuation of leasehold property and their accounting treatments;
- CO2:** foster the analytical and critical ability of the students to determine the borrowing cost;
- CO3:** make students able to apply the accounting procedures for partly or fully acquisition and restriction of company;
- CO4:** facilitate necessary knowledge to evaluate the financial data by using ratio analysis.

**Course Code: ACC 4475**

**UNESCO Code: 04114575**

**Course Title: Accounting for Managerial Control**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**

**Prerequisite: ACC 4436**

### **Course Description**

This course provides an in-depth understanding of how accounting information impacts strategic decision-making and organizational control. It focuses on managerial accounting from strategic, behavioral, decisional, and organizational viewpoints. The course will delve into the design and implementation of management control systems, responsibility accounting frameworks, cost management, pricing strategies, and budgeting techniques, while examining accounting practices' behavioral implications. The course highlights the importance of integrating accounting tools to enhance planning, decision-making, performance evaluation, and goal alignment in decentralized organizations.

### **Rationale**

This course aims to provide the students with a comprehensive understanding of management control systems, which are essential for the effective functioning of organizations. Throughout the course, students will explore how to effectively integrate performance measurement, evaluation, and control systems to positively influence organizational actions and behaviors.

This integration will ultimately promote goal congruence and support the achievement of organizational objectives, fostering a more cohesive and productive work environment.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** assist students in understanding strategic management accounting and control systems and their role in achieving organizational objectives.

**CO2:** enhance the understanding of relevant concepts in cost control systems and evaluate these control solutions;

**CO3:** facilitate necessary knowledge about responsibility centers and metrics to evaluate the performance of organizational subunits and their managers;

**CO4:** enable students to formulate product pricing based on the determinants of pricing policies and strategies;

**CO5:** enhance the skill of preparing an integrated business plan for effective planning and decision making;

**CO6:** make the students understand the basic impact of accounting practices on the behavior of personnel within a company.

### **Major Courses: Finance [in detail]**

**Course Code: FIN 4451**

**UNESCO Code: 04124651**

**Course Title: Portfolio Management**

**Course Type: Major**

**Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**

**Pre-requisite: FIN 3429**

### **Course Description**

This course offers a study of investment principles and portfolio management strategies. It examines the characteristics, objectives, and classifications of investments, alongside the structure and function of financial markets. This course placed an emphasis on fundamental and technical analysis, the assessment of risk and return, and the application of models such as the Markowitz Efficient Frontier, Single-Index Model, and Capital Asset Pricing Model (CAPM). The course further explores into portfolio construction, revision techniques, and evaluation using risk-adjusted performance measures, preparing students for advanced study for investment sector.

### **Rationale**

This course has been designed to make the learners oriented with investment fundamentals and portfolio management. It will help the students to learn the methods and techniques by which securities are analyzed and portfolios are managed

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** familiarize students with the basic knowledge of investment and portfolio management;

**CO2:** help them to develop necessary skills for conducting fundamental and technical analysis;

**C03:** make them able to examine the determinants and behavior of asset pricing;  
**C04:** provide them knowledge about the financial theory and the analytical tools needed to make good investment decisions;  
**C05:** make them understand the relationship between risk and return, optimal portfolio selection, asset pricing models, market efficiency, portfolio performance evaluation, and the theory of active portfolio management.

**Course Code: FIN 4355**

**UNESCO Code: 04123655**

**Course Title: Insurance and Risk Management**

**Course Type: Major**

**Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**

**Prerequisite: FIN 2428**

### **Course Description**

This course explores risk management principles, types of risk, insurance fundamentals, and risk mitigation methods, focusing on individual and business contexts, with special emphasis on life, fire, marine insurance, and the insurance industry in Bangladesh.

### **Rationale**

This course provides essential knowledge of risk and insurance, equipping students to identify, assess, and manage various risks. It emphasizes practical and theoretical insights, including insurance types and practices in Bangladesh, supporting informed decision-making in both personal and professional contexts.

### **Course Objectives (COs)**

The objectives of this course are to:

- C01:** acquaint students with the identification of different form of risk, risk management methods and process;
- C02:** develop students' capacity to minimize the cost of risk, maximizing business value;
- C03:** help students to understand the different factors affecting demand for insurance in business as well as in individuals' life;
- C04:** enable students how to apply mathematical tools to understand the severity and frequency of losses;
- C05:** familiarize students with the use of different types of insurance like life, marine and fire insurance.

**Course Code: FIN 4462**

**UNESCO Code: 04123662**

**Course Title: Financial Statement Analysis and Valuation**

**Course Type: Major (FIN)**

**Year/ Semester: 4<sup>th</sup> year, 7<sup>th</sup> Semester**

**Pre-requisite: FIN 2428, ACC 2532**

### **Course Description**

This course provides a comprehensive understanding of how financial statements are analyzed and used in business decision-making and valuation. It begins with the demand and supply framework for financial information and introduces the structure and components of financial statements. Students will learn key techniques of financial statement analysis, with focused study on shareholders' equity and the role of financial reporting in firm valuation. The course also covers valuation methods using free cash flows and explores the application of financial information in loan decisions and credit analysis.

### **Rationale of the Course**

This course has been designed to facilitate the students with the application of tools and techniques used to analyze and interpret the financial statements of manufacturing and service-oriented companies. This will also provide them knowledge regarding valuation techniques applied to forecast the growth of a business based on financial information.

### **Course Objectives**

The objectives of this course are to:

**CO1:** familiarize the students with the key financial statements;

**CO2:** make them understand the type of information that financial statements provide to different stakeholders;

**CO3:** enable them to apply different tools and techniques used to analyze and interpret the financial statements;

**CO4:** synthesize the students with the knowledge of different valuation approaches;

**CO5:** provide them idea regarding the models used to conduct financial distress analysis.

**Course Code: FIN 4471**

**UNESCO Code: 04124671**

**Course Title: Corporate Finance**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**

**Prerequisite: FIN 3429**

### **Course Description**

This course introduces the core concepts of corporate finance, covering financial decision-making, capital budgeting, financing strategies, dividend policies, and financial distress analysis. It also explores corporate restructuring, governance practices, and real-world applications with a focus the financial environment. Through theoretical frameworks, real-world examples, and

problem-solving exercises, students will develop their practical skills essential for effective financial decision-making in corporate environments.

### **Rationale**

This course is designed to enable the students in making strategic financial decisions of the modern corporate world from the view point of corporate value creation. It will help them to explore the concepts, theories, tools, and the techniques for capital investments in projects that can increase the long term profitability and sustainability of the company.

### **Course Objectives (COs)**

The objectives of this course are to

**CO1:** acquaint students with basic financial decisions that are helpful to achieve the value creation of a corporation;

**CO2:** make them understand the investing and financing criteria so that they can choose an optimal investment and financing decision;

**CO3:** develop their analytical skill of determining the cost of capital and understand the effect of capital structure while evaluating the firm;

**CO4:** synthesize them with the knowledge of corporate payout ratio and its impact on owners' wealth;

**CO5:** foster the analytical and critical ability for measuring the financial distress situation and importance of corporate restructuring by analyzing the global business situation;

**CO6:** construct available knowledge for the students about the theoretical aspects of Corporate Governance and the firm value.

**Course Code: FIN 4367**

**UNESCO Code: 04124667**

**Course Title: Financial Markets and Institutions**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**

**Pre-requisite: FIN 2428**

### **Course Description**

This course introduces students to financial systems' structure, functions, and importance in the global economy. It examines various markets—money, capital, primary, and secondary—alongside financial instruments and the flow of savings and investments. Key topics include financial assets, interest rate theories, and securities valuation. The curriculum also explores the mechanics of derivatives, trading strategies, and the operation of financial institutions. Special emphasis is placed on Bangladesh's capital market, regulatory framework, and financial intermediaries. The course equips students with foundational knowledge for financial decision-making and market analysis through a blend of theory and applied learning.

### **Rationale**

This course has been designed to orient the students with the mechanism by which financial system works and different financial instruments are traded. It will help the students to achieve the skill necessary to manage the risks associated with the investments and financing held by the financial institutions.

**Course Code: FIN 4475**

**UNESCO Code: 04124675**

**Course Title: International Financial Management**

**Course Type: Major**

**Year/ Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**

**Prerequisite: BUS 4322, FIN 3429**

### **Course Description**

This course explores financial decision-making in an international context, focusing on how multinational corporations manage finances across borders. Key topics include foreign exchange markets, exchange rate risk, global financial markets and instruments, multinational capital budgeting, and international trade financing. Students will learn to assess the impact of economic, political, and regulatory environments on global financial strategies and develop tools to manage currency risk, financing decisions, and international investment portfolios.

### **Rationale**

This course is designed to equip students with the knowledge and analytical skills necessary to make sound financial decisions in a global context. It covers key areas such as foreign exchange markets, international capital flows, and global financial regulations, which are critical components as businesses increasingly operate across borders. By exploring these topics, students can manage the financial operations of multinational firms, mitigate exchange rate risks, evaluate international investment opportunities, and analyze the financial implications of global economic developments.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** acquaint students with the theoretical and practical knowledge required for the management of financial and investment functions of multinational corporations;
- CO2:** familiarize students with factors like exchange rate, exchange rate systems, and variations in tax laws among countries that make differences between domestic companies and multinational companies in decision making;
- CO3:** provide them adequate understanding of the application of different multinational capital budgeting techniques;
- CO4:** enable students to evaluate cross-border investment opportunities in forms of FDI or portfolio investment and describe a multinational firm's decision-making process for long term investment.

**Major Courses: Marketing [in detail]****Course Code: MKT 3351****UNESCO Code: 04143451****Course Title: Consumer Behavior****Course Type: Major****Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester****Prerequisite: PSY 1312****Course Description**

This course covers the fundamental concepts of consumer behavior and how marketing strategies relate to it. The course incorporates both psychological and sociological perspectives to examine external socio-cultural influences like family, social groups, group dynamics, social class, culture, and subculture within the consumption framework, as well as individual factors like motivation, perception, learning, personality, and attitudes. The consumer's decision-making process is also included.

**Rationale**

This course discusses the basic and advanced concepts and theories to comprehend the process of consumer decision-making in psychological, social, and cultural contexts. It will develop the knowledge and skills essential for setting successful marketing strategies by analyzing the psychological, sociocultural, and other situational factors influencing consumer decision making.

**Course Objectives (COs)**

The objectives of this course are to:

**CO1:** acquaint students with consumer behavior concepts and reveal the significance of these concepts in the context of marketing;

**CO2:** enable students to apply the knowledge of consumer behavior theories to real-world marketing situations by profiling and identifying marketing segments;

**CO3:** develop necessary knowledge of students about relevant psychological and sociological theories and their applications in marketing decisions;

**CO4:** foster the analytical and critical skills of students for making marketing decisions.

**Course Code: MKT 3455****UNESCO Code: 04143455****Course Title: Integrated Marketing Communication****Course Type: Major****Year/ Semester: 3<sup>rd</sup> Year ,6<sup>th</sup> Semester****Prerequisite: MKT 2330****Course Description**

This course offers a comprehensive introduction to Integrated Marketing Communications (IMC), focusing on fundamental concepts, terminology, decision-making areas, and emerging trends. The aim is to provide students with a thorough understanding of the various IMC tools employed in contemporary marketing practices, including advertising, personal selling, direct marketing, internet and interactive marketing, sales promotion, publicity, and public relations.

The course further examines the processes involved in the planning, development, and execution of integrated marketing communication programs, with particular attention given to the factors and considerations that influence these processes.

### **Rationale**

Integrated Marketing Communication (IMC) provides students with an in-depth understanding of the key concepts and methods of marketing communications in both traditional and digital media. This course has been designed to help the students understand the concepts and practices of marketing communications tools such as advertising, sales promotion, public relations, publicity, event marketing, personal selling, direct marketing, interactive marketing, and others. Students will learn an analytical approach to integrate all of the marketing communication elements to develop and implement an effective integrated marketing communications program.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** acquaint the students with the theoretical and practical aspects of integrated marketing communications (IMC) in today's business environment;

**CO2:** develop skills in setting marketing communications objectives and establishing promotional budgets;

**CO3:** help the students in creating and implementing effective advertisement strategies and constructing a media plan;

**CO4:** provide knowledge of strategic integration of sales promotion, public relations, direct marketing, digital and social media, and personal selling of marketing communication program;

**CO5:** enhance students' ability to apply creatively marketing communication concepts and techniques in developing an integrated marketing communication plan;

**CO6:** develop an understanding of the social and ethical issues in IMC practices.

**Course Code: MKT 4462**

**UNESCO Code: 04144462**

**Course Title: Marketing Channels**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**

**Prerequisite: MKT 2330**

### **Course Description**

This course provides an in-depth understanding of marketing channel systems, including their design, strategy, and behavioral dynamics. Students will explore channel member selection, performance evaluation, and the impact of service characteristics on channel management. Emphasis is placed on real-world applications and decision-making in managing and coordinating marketing channels to efficiently deliver value from producers to consumers.

### **Rationale**

This course will help students understand the aspects of marketing channels and how to manage them. Students will comprehend the behaviors and motives of channel members as well



as effective approaches to managing a firm's connections with its channel members by understanding the appropriate theoretical frameworks. Students will also learn how to make channel management decisions and how organizations efficiently and effectively transfer anything of value to its point of consumption.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** familiarize the students with an in- depth, integrated picture of marketing channels;

**CO2:** provide knowledge on marketing techniques to identify and solve channel problems;

**CO3:** acquaint students with the concept of disintermediation and reintermediation of channel structure as a result of electronic marketing networks;

**CO4:** Provide comprehensive knowledge of channel design and management.

**Course Code: MKT 4467**

**UNESCO Code: 04144467**

**Course Title: Strategic Brand Management**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**

**Prerequisite: Integrated Marketing Communication**

### **Course Description**

This course provides an in-depth exploration of brand management principles and practices, focusing on how brands create value for both consumers and organizations. Students will examine the strategic significance of brands, key branding elements, and the differences between products and brands. The course emphasizes customer-based brand equity (CBBE), exploring how brand knowledge, positioning, and brand resonance contribute to building strong brands. Learners will engage with critical frameworks such as the Brand Value Chain, Associative Network Memory Model, and brand positioning strategies, including points of parity and difference. Topics also include choosing and managing brand elements, leveraging secondary associations (e.g., co-branding, country of origin, celebrity endorsement), and designing brand architecture. Practical insights into launching brand extensions, managing brand portfolios, and sustaining brand relevance over time are included to equip students with the tools to manage brands across diverse markets and evolving consumer expectations.

### **Rationale**

This course will enrich students to develop their understanding of branding and its prominence in today's increasingly competitive world. It will also equip detailed knowledge, guidelines, and strategies for planning, building, measuring, and sustaining a creative brand in a hypercompetitive arena. Additionally, this course aims to advance students' understanding of the significance of brand equity and how to construct, measure, and achieve brand equity locally and globally in any organization as well as their entrepreneurial initiatives.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** familiarize the students with the basic concepts and theories in building and maintaining brand management;
- CO2:** provide knowledge to the students how to apply brand equity, brand positioning knowledge, and criteria to choose brand elements of crafting brand strategy;
- CO3:** acquaint the students with the secondary associations of brand elements to leverage brand equity;
- CO4:** provide exposure to the learners about brand architecture, brand portfolio strategies, and sustaining brand over time;
- CO5:** deliver required knowledge to the students regarding brand extension as well as to manage the brand over geographic boundaries.

**Course Code: MKT 4675**

**UNESCO Code: 04144475**

**Course Title: Service Marketing**

**Course Type: Major**

**Year/ Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**

**Prerequisite: MKT 2330**

### **Course Description**

The course aims to equip students with the knowledge and skills to effectively marketing of intangible product. It focuses on understanding customer behavior, developing service strategies, managing service delivery, service design, service innovation, and service recovery.

### **Rationale**

This course is to acquaint students with the unique characteristics of services and their marketing implications. The course deals with developing and marketing service products, brands, encounters, positioning and marketing mix, and service process; it also deals with managing demand and supply capacity, long-term relationships, complaint handling system, service quality Gap, and developing world-class service organization. Students will understand the problems and challenges facing a services marketer, the frameworks for developing services marketing strategies, and the applications of these frameworks and concepts in the emerging country.

### **Course Objectives (CO)**

The objectives of this course are to:

- CO1:** acquaint students with the nature and scope of service marketing from local and global perspectives;
- CO2:** facilitate necessary knowledge about service consumer, encounter, positioning, service product, and brands;
- CO3:** help students familiarize with the nature of the service marketing mix;
- CO4:** make students understand the service blueprint and balancing between demand and supply capacity;

**C05:** conceptualize students with customer loyalty, complaint handling, and service recovery system.

**C06:** facilitate students with the service quality gap and world-class service organization

**Course Code: MKT 4471**

**UNESCO Code: 04144471**

**Course Title: Personal Selling and Sales Management**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> semester**

**Prerequisite: MKT 2330**

### **Course Description**

This course offers a comprehensive look at personal selling and sales force management. Students will learn the essentials of the selling process, such as prospecting, building rapport, persuasive presentations, handling objections, closing deals, and maintaining customer relationships. The course also covers important aspects of sales management, including sales organization, recruitment, training, motivation, compensation, performance evaluation, and ethics. Students will gain the knowledge and skills needed to excel as sales professionals and leaders through theoretical frameworks, practical applications, case studies, and exercises.

### **Rationale**

This course aims to provide the theoretical and practical concepts of Personal Selling and Sales Management. The Knowledge of Personal Selling will help students to know about the tactics for developing and maintaining successful relationships with customers. Sales Management will help students to learn about various tasks that are applied to the management of the sales force, which supports the organization to sustain competition in the long run, as well as continuing the growth of the organization.

### **Course Objectives (COs)**

The objectives of this course are to:

**C01:** provide the necessary knowledge about the basic steps related to the personal selling process;

**C02:** acquaint students about the relationship between marketing strategy and management of personal selling as a part of promotional program;

**C03:** help the students understand about indispensable functions of sales management, such as recruiting, selecting, training, motivating, compensating, and controlling salespeople.

## **Major Courses: Human Resource Management [in detail]**

**Course Code: HRM 4451**

**UNESCO Code: 04133251**

**Course Title: Employee Training and Development**

**Course Type: Major**

**Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**

**Prerequisite: HRM 3327**

### **Course description**

This course provides students with an overview of the roles of training and development in human resource management. Theoretical foundations and practical issues involved in employee T&D in business organizations are explored. This course is a description of individual and organizational strategies designed to stimulate creative approaches to learning in organizations and will facilitate an understanding of individual development from both an organizational and personal perspective. Major topics include identifying training and development needs through needs-assessments, analyzing jobs and tasks to determine training and development objectives. Such a process includes learning, designing, and evaluating the effectiveness of a variety of T&D programs.

### **Rationale**

This course aims to offer the students the concepts, practices, and needs for training and development in modern organizational settings. It deals with the process of training and developing people in organizations and covers a variety of approaches to instruct, learn, and contrast these with their practical application.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** acquaint students with the principles, strategies, procedures, and other basic concepts of training and development;
- CO2:** facilitate students with the necessary skills to be a competent human resource manager;
- CO3:** enable students to understand the process of training and development;
- CO4:** help students to learn the reasons and process of evaluating a training program;
- CO5:** familiarize students with the necessary knowledge about the responsibilities of employees and organization in the career development of employees.

**Course Code: HRM 4355**  
**UNESCO Code: 04133255**  
**Course Title: Industrial Relations**  
**Course Type: Major**  
**Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**  
**Prerequisite: LAW 2321**

### **Course Description**

This course examines the fundamental concepts, theories, and institutional frameworks of industrial relations, with a focus on the roles of key stakeholders in managing employer-employee relationships. It explores the causes and resolution of industrial disputes, grievance handling, and disciplinary procedures in line with the Bangladesh Labor Code 2006. The course also analyzes trade unionism, collective bargaining mechanisms, and the impact of the International Labour Organization (ILO) and its conventions on labor practices in Bangladesh.

### **Rationale**

This course offers the students a theoretical, multidisciplinary, and practical introduction to key concepts, processes, and practices associated with employment relationships in organizations. This course will also assist the students in understanding and participating in the industrial relations processes in an informed and ethical manner.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** provide core concepts of the economic, legal, political and social aspects of union-management relations;
- CO2:** focus on contemporary issues in labor relations and examine union organization and structure, labor legislation;
- CO3:** demonstrate how collective agreements are negotiated and administered;
- CO4:** make the students understand about the nature of employment and the key theoretical perspectives that inform the study of labor relations.

**Course Code: HRM 4462**  
**UNESCO Code: 04134262**  
**Course Title: Compensation Management**  
**Course Type: Major (HRM)**  
**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**  
**Prerequisite: HRM 3327**

### **Course Description**

This course discusses the strategies, procedure and other issues involved in developing and administering a compensation system that attracts and retains competent workforce. The course enables students to know how to integrate information of employee performance into compensation system; how to develop and administer a competitive pay structure; and so on. The linkage between compensation and employee motivation; effects of laws and regulations on pay system; etc. are also discussed.

### **Rationale**

This course is designed to make students understand the theories, issues, techniques used in compensation management, and their application in business and industry. It will also assist the students in developing and administering a compensation system.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** facilitate students' necessary knowledge about the principles, strategies, procedures, structure, and other basic concepts of compensation management;
- CO2:** familiarize the students with different types of reward system and benefits;
- CO3:** enable students to compare the wages and salaries of different countries;
- CO4:** develop students' knowledge about the ethical aspects of compensation management.

**Course Code: HRM 4467**

**UNESCO Code: 04134267**

**Course Title: Organization Design and Development**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**

**Prerequisite: MGT 2326, MGT 4320**

### **Course Description**

This course explores the theories, principles, and practices of organization design and development, with a focus on enhancing organizational effectiveness and adaptability in a dynamic business environment. Students will examine structural configurations, design choices, and change management strategies that influence organizational performance. This covers the overview of organization design and development, structural design, strategy and effectiveness of organizations, structural design, strategy and effectiveness of organizations, organization size and life cycle, workplace technology and design, the OD practitioner and the process of organization development, human process interventions, human resource management interventions, strategic change interventions.

### **Rationale**

This course will help the students to understand the impact of organizational structure. In particular, the course will assist the students in learning the need for interventions, in making relevant decisions about the structure, and in implementing the changes in a reasonable manner.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** make the students understand the organization's ability to assess its current functioning and to achieve goals;
- CO2:** help them conceptualize the strategy, technology, organizational culture, change, size, and inter-organizational relationship;
- CO3:** foster the analytical skills to design an organizational structure;

**C04:** provide the knowledge of behavioral science to the planned development that leads to organizational effectiveness;

**C05:** accumulate basic ideas of decision-making hierarchies, bureaucracy, power and politics, and the importance of values, ethics, and social responsibility in organizational development;

**C06:** acquaint the students with the tools of OD interventions to bring about a change effectively.

**Course Code: HRM 4475**

**UNESCO Code: 04134275**

**Course Title: Strategic Staffing**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**

**Prerequisite: HRM 3327**

### **Course Description**

This course provides a comprehensive understanding of strategic staffing as a core function of human resource management, focusing on aligning staffing processes with organizational goals and business strategies. It explores foundational concepts of staffing, the integration of HR functions, and the strategic role of workforce planning, job analysis, recruitment, selection, and evaluation. Emphasis is placed on the use of data-driven tools and technology in staffing decisions, legal and ethical considerations, and the development of systems to attract, assess, and retain talent. By engaging with real-world cases, planning exercises, and applied assessments, students will develop critical thinking, analytical, and decision-making skills necessary to design and evaluate staffing strategies in dynamic organizational contexts.

### **Rational**

This course is offered to explore staffing-related issues in more depth and focus on the application of staffing theories and research to real-world staffing situations. In addition, this course addresses the strategic roles and skills needed to assess how organizations create value to align staffing to execute the organization's strategy.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** acquaint students with knowledge of the contemporary issues and techniques related to attracting, selecting, and retaining employees;

**CO2:** provide core concepts of applied philosophies, practices, techniques, and policies relating to strategic staffing;

**CO3:** relate knowledge of applicable legislation and case studies to recruitment and staffing decisions, including selecting and administering selection procedures.

**Course Code: ECO 3812**  
**UNESCO Code: 04133812**  
**Course Title: Labor Economics**  
**Course Type: Major**  
**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**  
**Prerequisite: ECO 1307**  
**Hours per week**

### **Course Description**

Labor Economics provides an understanding of the economic forces acting upon labor markets. Economic reasoning and tools of Microeconomics are used to study various aspects and policies related to the labor market. Topics include an overview of the labor market, labor demand and supply, labor market equilibrium, labor mobility, education, labor market discrimination, and unemployment.

### **Rationale**

This course offers students a theoretical understanding and empirical explanation of the dynamics and functions of the labor market. In particular, it aims to help students understand the resulting pattern of income, employment, and wages by examining workers, employees, and employers.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** make the students understand the factors in the labor market that influence wages and employment;
- CO2:** show students the empirical evidence of the relationships among various factors in the labor market;
- CO3:** enable students to understand the outcomes from the labor market that can be affected by economic policy.

### **Minor Courses: Management [in detail]**

**Course Code: MGT 4562**  
**UNESCO Code: 04133362**  
**Course Title: Operations Management**  
**Course Type: Major**  
**Year/Semester: 3rd Year, 6<sup>th</sup> Semester**  
**Prerequisite: MGT 2326**

### **Course Description**

Operations Management explores the design, execution, and optimization of business processes involved in producing and delivering goods and services. This course equips students with tools and techniques to improve efficiency, quality, and customer satisfaction across various industries. Topics include operations strategy, facility location, process analysis, Production planning and control, capacity planning, inventory control, and quality management. Through case studies, problem-solving, and real-world applications, students develop critical decision-



making skills to manage operations strategically and sustainably in a global business environment.

### **Rationale**

This course aims to introduce the students to the fundamentals of operations management and its practices. It will help the students to understand the concepts, functions and techniques of operations management and their applications in both profit and non-profit oriented organizations.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** help the students to interpret the concepts, principles, problems, and practices of operations management;

**CO2:** acquaint students with the process of developing an operations strategy to achieve competitive advantages;

**CO3:** provide an understanding of the methods applied to develop location strategies and review the importance of developing a layout strategy;

**CO4:** facilitate necessary knowledge about the importance of productivity and competitiveness both the organizational and national levels;

**CO5:** accumulate basic ideas of quality management practice in the organization, and enable students to apply different inventory control techniques used by organizations in the real world.

**Course Code: MGT 4367**

**UNESCO Code: 04134367**

**Course Title: Managing Innovation**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**

**Prerequisite: MGT 2326, MGT 3435**

### **Course Description**

This course explores how innovation is developed, managed, and applied in organizations and start-ups. Students learn about innovation types, intellectual property, organizational learning, R&D, and strategic alliances. Through practical tools and case studies, they gain skills to implement innovation strategies and drive competitive advantage across diverse business environments.

### **Rationale**

This course is designed to help students understand the principles and processes of innovation management, enabling them to develop and manage innovative products, services, and business models. By bridging theory and practice, it prepares students to contribute meaningfully to innovation efforts in both established organizations and entrepreneurial ventures.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** familiarize students with necessary knowledge of innovation management;

**C02:** enable students to understand the basic concepts of managing innovation within firms and managing intellectual property;

**C03:** help students develop the necessary skills for managing organizational knowledge and for managing strategic alliances and networks;

**C04:** enhance students' capabilities in understanding service innovation and managing R&D projects.

**Course Code: MGT 4371**

**UNESCO Code: 04134371**

**Course Title: Organization Development**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**

**Prerequisite: MGT 4320**

### **Course Description**

This course provides a comprehensive understanding of Organization Development (OD), emphasizing its principles, theories, and practical applications in managing organizational change. Students will explore the historical evolution of OD, key models of planned change, and the ethical responsibilities of OD practitioners. The course will also cover critical OD interventions, including human process, technostuctural, and strategic change interventions, equipping students with the skills to diagnose organizational challenges and implement effective solutions. Additionally, students will analyze case studies, examine global OD applications, and discuss emerging trends shaping the future of OD.

### **Rationale**

This course is designed to familiarize students with theories and applications of organization development for improving organizational effectiveness. In this course, students will learn the fundamental theories of organization development (OD), explore the dimensions of OD interventions at the organizational, team and individual levels, and apply OD approaches to diagnose and enable change effectively.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** facilitate necessary knowledge about theories and applications associated with organization development;

**CO2:** help students identify organizational situations that would benefit from OD interventions;

**CO3:** provide an understanding of different models, tools and techniques for planning, designing and implementing OD interventions in an organizational setting.

**Course Code: MGT 4475**  
**UNESCO Code: 04134375**  
**Course Title: Organization Structure & Design**  
**Course Type: Major**  
**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**  
**Prerequisite: MGT 4320**

### **Course Description**

This course explores the foundational principles and contemporary practices of organizational structure and design. It examines how organizations are structured to achieve strategic goals and adapt to changing environments. Students will analyze various structural forms and the interrelationships between organizations within global and local contexts. Key topics include organizational design models, inter-organizational relationships, global organizational design, and the impact of structure on efficiency and innovation. The course also delves into the dynamics of organizational conflict and politics, emphasizing their influence on decision-making and structural change. Additionally, students will investigate the effects of organization size and life cycle on design choices, and how emerging workplace technologies are transforming organizational forms and physical design.

### **Rationale**

The course is developed to orient the students with the relationship among organizational structure, design and organizational effectiveness. It will help them to design new structures for organizational settings.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** make the students understand the principles of organization structure and design;
- CO2:** acquaint students with the strategy, technology, organizational culture, change, and organizational size on organizational and inter-organizational relationships;
- CO3:** enable students to apply analytical skills to design an organizational structure that will promote performance;
- CO4:** help students conceptualize the decision-making hierarchies, bureaucracy, power, and politics;
- CO5:** facilitate students with knowledge on the importance of values, ethics, and social responsibility in organizational development;
- CO6:** provide students with the necessary knowledge regarding the management of conflicts, power & politics.

**Minor Courses: Accounting [in detail]****Course Code: ACC 4551****UNESCO Code: 04113551****Course Title: Advanced Financial Accounting I****Course Type: Major****Year/ Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester****Pre-requisite: ACC 2532****Course Description**

This course provides a comprehensive understanding of advanced topics in financial accounting with a focus on the recognition, measurement, and reporting of complex financial transactions. The objectives of the course are to introduce the students with the important aspects of share and goodwill valuation, dilutive securities, EPS and partnership business. The course also covers critical areas such as depreciation and impairments, cash flow statement preparation, and accounting changes and error analysis. Emphasis is placed on both theoretical foundations and practical applications in accordance with applicable accounting standards.

**Rationale**

Advanced Financial Accounting equips students with the critical knowledge and technical skills required to handle complex accounting scenarios in modern business environments. By covering valuation techniques, partnership operations, asset management, financial reporting, and capital structure analysis, the course prepares students for informed decision-making and ethical financial reporting. It supports both academic advancement and professional readiness for careers in accounting, auditing, and financial analysis.

**Course Objectives (COs)**

The objectives of this course are to:

- CO1:** provide the knowledge of formal procedures associated with issuing and recording long-term debt;
- CO2:** acquaint students with the basic tools for the issuance, conversion, and retirement of convertible securities by using stock warrant and option;
- CO3:** help the students to identify and evaluate the key terms of share and goodwill valuation;
- CO4:** foster the analytical knowledge of formation and liquidation aspect of partnership business.
- CO5:** enhance the skill of applying accounting principles and procedure for depreciation, impairments and depletion;
- CO6:** facilitate analytical ability of cash generating activities to prepare cash flow statement by using direct and indirect method;
- CO7:** help the students conceptualize basic knowledge about the consequences of change in policies, principles, and estimation of accounting;

**Course Code: ACC 4455**  
**UNESCO Code: 04113555**  
**Course Title: Tax Accounting**  
**Course Type: Major**  
**Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**  
**Prerequisite: ACC 3433**

### **Course Description**

This course provides a clear overview of the income tax and customs regulations in Bangladesh. It covers key topics such as tax authorities, assessment and collection procedures, the set-off and carry forward of losses, as well as tax offenses and penalties. Students will also learn about the Customs Act, Gift Tax, Value Added Tax (VAT), and tax assessments for individuals, firms, and companies. The course emphasizes both the legal frameworks and their practical applications relevant to taxation in Bangladesh.

### **Rationale**

This course is designed to provide a better understanding of the basic concepts related to various tax laws, including the Income Tax Ordinance of 1984, the Gift Tax Act of 1990, the Customs Act of 1969, and the Value Added Tax Act of 1991. It enables students to perform assessment procedures for different entities.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** help students to understand the roles of Income Tax Authorities and the Income Tax Act;
- CO2:** acquaint students with basic ideas about the appropriate rules for set-off and carry forward of losses, and penalties for violation of tax rules;
- CO3:** foster the analytical and critical skills regarding the valuation of imported goods for duty assessment;
- CO4:** help students to apply appropriate assessment procedures to compute gift tax, Value Added Tax and installment of advance tax payment;
- CO5:** develop students' capacity for income tax assessment of various business concerns based on respective laws.

**Course Code: ACC 4467**  
**UNESCO Code: 04114567**  
**Course Title: Advanced Cost Accounting**  
**Course Type: Major**  
**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**  
**Pre-requisite: ACC 4436**

### **Course Description**

This course provides in-depth knowledge of various procedures, methods and techniques used in cost accounting. It covers key topics such as contract costing, operating costing, joint and by-product costing and standard costing with variance analysis. Students will develop skills to manage complex scenarios, including incomplete contracts, split-off points, and equivalent unit

calculations using both FIFO and average methods. The course places a strong emphasis on practical applications, decision-making, and cost control in service and manufacturing concerns.

### **Rationale**

This course involves in-depth learning of the techniques and theories used in cost accounting. Various concepts and methods needed by managers for performing functions like costing for different products or services, costing for joint-products and by-products, variance analysis etc., will be discussed here. This course will help to develop the skill of applying different costing strategies and procedures which will assist the decision-makers in real life situations.

### **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** enhance the ability of the students to use the techniques of calculating costs for different service organizations;
- CO2:** enable the students to learn the application of various methods of contract costing;
- CO3:** help students to gain knowledge of process costs with the concept of normal and abnormal loss and Inter-process profit;
- CO4:** familiarize the students with the concept of equivalent production and valuation of work-in-process;
- CO5:** equip students with an understanding of allocating costs to joint products and by-products;
- CO6:** familiarize the students with various techniques of standard costing and variance analysis.

**Course Code: ACC 4475**

**UNESCO Code: 04114575**

**Course Title: Accounting for Managerial Control**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**

**Prerequisite: ACC 4436**

### **Course Description**

This course provides an in-depth understanding of how accounting information impacts strategic decision-making and organizational control. It focuses on managerial accounting from strategic, behavioral, decisional, and organizational viewpoints. The course will delve into the design and implementation of management control systems, responsibility accounting frameworks, cost management, pricing strategies, and budgeting techniques, while examining accounting practices' behavioral implications. The course highlights the importance of integrating accounting tools to enhance planning, decision-making, performance evaluation, and goal alignment in decentralized organizations.

### **Rationale of the Course**

This course aims to provide the students with a comprehensive understanding of management control systems, which are essential for the effective functioning of organizations. Throughout

the course, students will explore how to effectively integrate performance measurement, evaluation, and control systems to positively influence organizational actions and behaviors. This integration will ultimately promote goal congruence and support the achievement of organizational objectives, fostering a more cohesive and productive work environment.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** assist students in understanding strategic management accounting and control systems and their role in achieving organizational objectives.

**CO2:** enhance the understanding of relevant concepts in cost control systems and evaluate these control solutions;

**CO3:** facilitate necessary knowledge about responsibility centers and metrics to evaluate the performance of organizational subunits and their managers;

**CO4:** enable students to formulate product pricing based on the determinants of pricing policies and strategies;

**CO5:** enhance the skill of preparing an integrated business plan for effective planning and decision making;

**CO6:** make the students understand the basic impact of accounting practices on the behavior of personnel within a company.

### **Minor Course: Finance [in detail]**

**Course Code: FIN 4451**

**UNESCO Code: 04124651**

**Course Title: Portfolio Management**

**Course Type: Major**

**Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**

**Pre-requisite: FIN 3429**

### **Course Description**

This course offers a study of investment principles and portfolio management strategies. It examines the characteristics, objectives, and classifications of investments, alongside the structure and function of financial markets. This course placed an emphasis on fundamental and technical analysis, the assessment of risk and return, and the application of models such as the Markowitz Efficient Frontier, Single-Index Model, and Capital Asset Pricing Model (CAPM). The course further explores into portfolio construction, revision techniques, and evaluation using risk-adjusted performance measures, preparing students for advanced study for investment sector.

### **Rationale**

This course has been designed to make the learners oriented with investment fundamentals and portfolio management. It will help the students to learn the methods and techniques by which securities are analyzed and portfolios are managed

### **Course Objectives (COs)**

The objectives of this course are to:

**C01:** familiarize students with the basic knowledge of investment and portfolio management;  
**C02:** help them to develop necessary skills for conducting fundamental and technical analysis;  
**C03:** make them able to examine the determinants and behavior of asset pricing;  
**C04:** provide them knowledge about the financial theory and the analytical tools needed to make good investment decisions;  
**C05:** make them understand the relationship between risk and return, optimal portfolio selection, asset pricing models, market efficiency, portfolio performance evaluation, and the theory of active portfolio management.

**Course Code: FIN 4355**

**UNESCO Code: 04123655**

**Course Title: Insurance and Risk Management**

**Course Type: Major**

**Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**

**Prerequisite: FIN 2428**

### **Course Description**

This course explores risk management principles, types of risk, insurance fundamentals, and risk mitigation methods, focusing on individual and business contexts, with special emphasis on life, fire, marine insurance, and the insurance industry in Bangladesh.

### **Rationale**

This course provides essential knowledge of risk and insurance, equipping students to identify, assess, and manage various risks. It emphasizes practical and theoretical insights, including insurance types and practices in Bangladesh, supporting informed decision-making in both personal and professional contexts.

### **Course Objectives (COs)**

The objectives of this course are to:

**C01:** acquaint students with the identification of different form of risk, risk management methods and process;  
**C02:** develop students' capacity to minimize the cost of risk, maximizing business value;  
**C03:** help students to understand the different factors affecting demand for insurance in business as well as in individuals' life;  
**C04:** enable students how to apply mathematical tools to understand the severity and frequency of losses;  
**C05:** familiarize students with the use of different types of insurance like life, marine and fire insurance.



**Course Code: FIN 4462**

**UNESCO Code: 04123662**

**Course Title: Financial Statement Analysis and Valuation**

**Course Type: Major (FIN)**

**Year/ Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**

**Pre-requisite: FIN 2428, ACC 2532**

### **Course Description**

This course provides a comprehensive understanding of how financial statements are analyzed and used in business decision-making and valuation. It begins with the demand and supply framework for financial information and introduces the structure and components of financial statements. Students will learn key techniques of financial statement analysis, with focused study on shareholders' equity and the role of financial reporting in firm valuation. The course also covers valuation methods using free cash flows and explores the application of financial information in loan decisions and credit analysis.

### **Rationale of the Course**

This course has been designed to facilitate the students with the application of tools and techniques used to analyze and interpret the financial statements of manufacturing and service-oriented companies. This will also provide them knowledge regarding valuation techniques applied to forecast the growth of a business based on financial information.

### **Course Objectives**

The objectives of this course are to:

**C01:** familiarize the students with the key financial statements;

**C02:** make them understand the type of information that financial statements provide to different stakeholders;

**C03:** enable them to apply different tools and techniques used to analyze and interpret the financial statements;

**C04:** synthesize the students with the knowledge of different valuation approaches;

**C05:** provide them idea regarding the models used to conduct financial distress analysis.

**Course Code: FIN 4367**

**UNESCO Code : 04124667**

**Course Title: Financial Markets and Institutions**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**

**Pre-requisite: FIN 2428**

### **Course Description**

This course introduces students to financial systems' structure, functions, and importance in the global economy. It examines various markets—money, capital, primary, and secondary—alongside financial instruments and the flow of savings and investments. Key topics include financial assets, interest rate theories, and securities valuation. The curriculum also explores the mechanics of derivatives, trading strategies, and the operation of financial institutions. Special

emphasis is placed on Bangladesh's capital market, regulatory framework, and financial intermediaries. The course equips students with foundational knowledge for financial decision-making and market analysis through a blend of theory and applied learning.

### **Rationale**

This course has been designed to orient the students with the mechanism by which financial system works and different financial instruments are traded. It will help the students to achieve the skill necessary to manage the risks associated with the investments and financing held by the financial institutions.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** provide the knowledge to the students regarding the roles of financial markets and institutions;

**CO2:** explain the structure & mechanisms by which transactions are held in financial markets;

**CO3:** acquaint the students with the major types of financial markets;

**CO4:** familiarize students with different forms and characteristics of financial instruments;

**CO5:** make them understand the risk management processes used by different financial institutions;

**CO6:** help them to develop the forecasting and problem solving skills necessary to manage different bank and non- bank financial institutions.

### **Minor Courses: Marketing [in detail]**

**Course Code: MKT 3455**

**UNESCO Code: 04143455**

**Course Title: Integrated Marketing Communication**

**Course Type: Major**

**Year/ Semester: 3<sup>rd</sup> Year ,6<sup>th</sup> Semester**

**Prerequisite: MKT 2330**

### **Course Description**

This course offers a comprehensive introduction to Integrated Marketing Communications (IMC), focusing on fundamental concepts, terminology, decision-making areas, and emerging trends. The aim is to provide students with a thorough understanding of the various IMC tools employed in contemporary marketing practices, including advertising, personal selling, direct marketing, internet and interactive marketing, sales promotion, publicity, and public relations. The course further examines the processes involved in the planning, development, and execution of integrated marketing communication programs, with particular attention given to the factors and considerations that influence these processes.

## **Rationale**

Integrated Marketing Communication (IMC) provides students with an in-depth understanding of the key concepts and methods of marketing communications in both traditional and digital media. This course has been designed to help the students understand the concepts and practices of marketing communications tools such as advertising, sales promotion, public relations, publicity, event marketing, personal selling, direct marketing, interactive marketing, and others. Students will learn an analytical approach to integrate all of the marketing communication elements to develop and implement an effective integrated marketing communications program.

## **Course Objectives (COs)**

The objectives of this course are to:

- CO1:** acquaint the students with the theoretical and practical aspects of integrated marketing communications (IMC) in today's business environment;
- CO2:** develop skills in setting marketing communications objectives and establishing promotional budgets;
- CO3:** help the students in creating and implementing effective advertisement strategies and constructing a media plan;
- CO4:** provide knowledge of strategic integration of sales promotion, public relations, direct marketing, digital and social media, and personal selling of marketing communication program;
- CO5:** enhance students' ability to apply creatively marketing communication concepts and techniques in developing an integrated marketing communication plan;
- CO6:** develop an understanding of the social and ethical issues in IMC practices.

**Course Code: MKT 4467**

**UNESCO Code: 04144467**

**Course Title: Strategic Brand Management**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**

**Prerequisite: Integrated Marketing Communication**

## **Course Description**

This course provides an in-depth exploration of brand management principles and practices, focusing on how brands create value for both consumers and organizations. Students will examine the strategic significance of brands, key branding elements, and the differences between products and brands. The course emphasizes customer-based brand equity (CBBE), exploring how brand knowledge, positioning, and brand resonance contribute to building strong brands. Learners will engage with critical frameworks such as the Brand Value Chain, Associative Network Memory Model, and brand positioning strategies, including points of parity and difference. Topics also include choosing and managing brand elements, leveraging secondary associations (e.g., co-branding, country of origin, celebrity endorsement), and designing brand architecture. Practical insights into launching brand extensions, managing brand portfolios, and sustaining brand relevance over time are included to equip students with the tools to manage brands across diverse markets and evolving consumer expectations.

## **Rationale**

This course will enrich students to develop their understanding of branding and its prominence in today's increasingly competitive world. It will also equip detailed knowledge, guidelines, and strategies for planning, building, measuring, and sustaining a creative brand in a hypercompetitive arena. Additionally, this course aims to advance students' understanding of the significance of brand equity and how to construct, measure, and achieve brand equity locally and globally in any organization as well as their entrepreneurial initiatives.

## **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** familiarize the students with the basic concepts and theories in building and maintaining brand management;

**CO2:** provide knowledge to the students how to apply brand equity, brand positioning knowledge, and criteria to choose brand elements of crafting brand strategy;

**CO3:** acquaint the students with the secondary associations of brand elements to leverage brand equity;

**CO4:** provide exposure to the learners about brand architecture, brand portfolio strategies, and sustaining brand over time;

**CO5:** deliver required knowledge to the students regarding brand extension as well as to manage the brand over geographic boundaries.

**Course Code: MKT 4675**

**UNESCO Code: 04144475**

**Course Title: Service Marketing**

**Course Type: Major**

**Year/ Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**

**Prerequisite: MKT 2330**

## **Course Description**

The course aims to equip students with the knowledge and skills to effectively marketing of intangible product. It focuses on understanding customer behavior, developing service strategies, managing service delivery, service design, service innovation, and service recovery.

## **Rationale**

This course is to acquaint students with the unique characteristics of services and their marketing implications. The course deals with developing and marketing service products, brands, encounters, positioning and marketing mix, and service process; it also deals with managing demand and supply capacity, long-term relationships, complaint handling system, service quality Gap, and developing world-class service organization. Students will understand the problems and challenges facing a services marketer, the frameworks for developing services marketing strategies, and the applications of these frameworks and concepts in the emerging country.

## **Course Objectives (CO)**

The objectives of this course are to:

- C01:** acquaint students with the nature and scope of service marketing from local and global perspectives;
- C02:** facilitate necessary knowledge about service consumer, encounter, positioning, service product, and brands;
- C03:** help students familiarize with the nature of the service marketing mix;
- C04:** make students understand the service blueprint and balancing between demand and supply capacity;
- C05:** conceptualize students with customer loyalty, complaint handling, and service recovery system.
- C06:** facilitate students with the service quality gap and world-class service organization

**Course Code: MKT 4471**

**UNESCO Code: 04144471**

**Course Title: Personal Selling and Sales Management**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> semester**

**Prerequisite: MKT 2330**

**Credit Value: 3.00**

**Contact Hours: 3 Hours per week**

**Total Marks: 100**

### **Course Description**

This course offers a comprehensive look at personal selling and sales force management. Students will learn the essentials of the selling process, such as prospecting, building rapport, persuasive presentations, handling objections, closing deals, and maintaining customer relationships. The course also covers important aspects of sales management, including sales organization, recruitment, training, motivation, compensation, performance evaluation, and ethics. Students will gain the knowledge and skills needed to excel as sales professionals and leaders through theoretical frameworks, practical applications, case studies, and exercises.

### **Rationale**

This course aims to provide the theoretical and practical concepts of Personal Selling and Sales Management. The Knowledge of Personal Selling will help students to know about the tactics for developing and maintaining successful relationships with customers. Sales Management will help students to learn about various tasks that are applied to the management of the sales force, which supports the organization to sustain competition in the long run, as well as continuing the growth of the organization.

### **Course Objectives (COs)**

The objectives of this course are to:

- C01:** provide the necessary knowledge about the basic steps related to the personal selling process
- C02:** acquaint students about the relationship between marketing strategy and management of personal selling as a part of promotional program

**C03:** help the students understand about indispensable functions of sales management, such as recruiting, selecting, training, motivating, compensating, and controlling salespeople.

### **Minor Courses: Human Resource Management [in detail]**

**Course Code: HRM 4451**

**UNESCO Code: 04133251**

**Course Title: Employee Training and Development**

**Course Type: Major**

**Year/Semester: 3<sup>rd</sup> Year, 6<sup>th</sup> Semester**

**Prerequisite: HRM 3327**

### **Course description**

This course provides students with an overview of the roles of training and development in human resource management. Theoretical foundations and practical issues involved in employee T&D in business organizations are explored. This course is a description of individual and organizational strategies designed to stimulate creative approaches to learning in organizations and will facilitate an understanding of individual development from both an organizational and personal perspective. Major topics include identifying training and development needs through needs-assessments, analyzing jobs and tasks to determine training and development objectives. Such a process includes learning, designing, and evaluating the effectiveness of a variety of T&D programs.

### **Rationale**

This course aims to offer the students the concepts, practices, and needs for training and development in modern organizational settings. It deals with the process of training and developing people in organizations and covers a variety of approaches to instruct, learn, and contrast these with their practical application.

### **Course Objectives (COs)**

The objectives of this course are to:

**C01:** acquaint students with the principles, strategies, procedures, and other basic concepts of training and development;

**C02:** facilitate students with the necessary skills to be a competent human resource manager;

**C03:** enable students to understand the process of training and development;

**C04:** help students to learn the reasons and process of evaluating a training program;

**C05:** familiarize students with the necessary knowledge about the responsibilities of employees and organization in the career development of employees.

**Course Code: HRM - 4462**

**UNESCO Code: 04134262**

**Course Title: Compensation Management**

**Course Type: Major (HRM)**

**Year/Semester: 4<sup>th</sup> Year, 7<sup>th</sup> Semester**

**Prerequisite: HRM 3327**

### **Course Description**

This course discusses the strategies, procedure and other issues involved in developing and administering a compensation system that attracts and retains competent workforce. The course enables students to know how to integrate information of employee performance into compensation system; how to develop and administer a competitive pay structure; and so on. The linkage between compensation and employee motivation; effects of laws and regulations on pay system; etc. are also discussed.

### **Rationale**

This course is designed to make students understand the theories, issues, techniques used in compensation management, and their application in business and industry. It will also assist the students in developing and administering a compensation system.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** facilitate students' necessary knowledge about the principles, strategies, procedures, structure, and other basic concepts of compensation management;

**CO2:** familiarize the students with different types of reward system and benefits;

**CO3:** enable students to compare the wages and salaries of different countries;

**CO4:** develop students' knowledge about the ethical aspects of compensation management.

**Course Code: HRM 4475**

**UNESCO Code: 04134275**

**Course Title: Strategic Staffing**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**

**Prerequisite: HRM 3327**

### **Course Description**

This course provides a comprehensive understanding of strategic staffing as a core function of human resource management, focusing on aligning staffing processes with organizational goals and business strategies. It explores foundational concepts of staffing, the integration of HR functions, and the strategic role of workforce planning, job analysis, recruitment, selection, and evaluation. Emphasis is placed on the use of data-driven tools and technology in staffing decisions, legal and ethical considerations, and the development of systems to attract, assess, and retain talent. By engaging with real-world cases, planning exercises, and applied assessments, students will develop critical thinking, analytical, and decision-making skills necessary to design and evaluate staffing strategies in dynamic organizational contexts.

### **Rationale of the Course**

This course is offered to explore staffing-related issues in more depth and focus on the application of staffing theories and research to real-world staffing situations. In addition, this course addresses the strategic roles and skills needed to assess how organizations create value to align staffing to execute the organization's strategy.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** acquaint students with knowledge of the contemporary issues and techniques related to attracting, selecting, and retaining employees;

**CO2:** provide core concepts of applied philosophies, practices, techniques, and policies relating to strategic staffing;

**CO3:** relate knowledge of applicable legislation and case studies to recruitment and staffing decisions, including selecting and administering selection procedures.

**Course Code: ECO 3812**

**UNESCO Code: 04133812**

**Course Title: Labor Economics**

**Course Type: Major**

**Year/Semester: 4<sup>th</sup> Year, 8<sup>th</sup> Semester**

**Prerequisite: ECO 1307**

### **Course Description**

Labor Economics provides an understanding of the economic forces acting upon labor markets. Economic reasoning and tools of Microeconomics are used to study various aspects and policies related to the labor market. Topics include an overview of the labor market, labor demand and supply, labor market equilibrium, labor mobility, education, labor market discrimination, and unemployment.

### **Rationale**

This course offers students a theoretical understanding and empirical explanation of the dynamics and functions of the labor market. In particular, it aims to help students understand the resulting pattern of income, employment, and wages by examining workers, employees, and employers.

### **Course Objectives (COs)**

The objectives of this course are to:

**CO1:** make the students understand the factors in the labor market that influence wages and employment;

**CO2:** show students the empirical evidence of the relationships among various factors in the labor market;

**CO3:** enable students to understand the outcomes from the labor market that can be affected by economic policy.



## **Capstone Courses [in detail]**

**Course Code: BUS 4421**

**UNESCO Code: 04193121**

**Course Title: Business Research Methods**

**Course Type: Capstone**

**Year/ Semester: 3<sup>rd</sup> year, 6<sup>th</sup> Semester**

**Prerequisite: MGT 2326, FIN 3429, HRM 3327, MKT 3331**

### **Course Description**

This course gives students the skills and knowledge to conduct research within a business context. It covers the entire research process, from identifying a problem to analyzing data and reporting findings, including qualitative and quantitative approaches.

### **Rationale**

This course intends to develop a critical understanding of the role of research, equipping students with a comprehensive knowledge of how to undertake business research. Students will have essential theoretical preparation for research, through which they will gain insights to solve business problems. Students will be engaged in collaborative as well as individual research learning processes to prepare themselves to apply the knowledge they will learn to support managerial decision-making.

### **Course Objectives**

The objectives of this course are to:

**C01:** help students to comprehend the value of research in business and recognize and define business problems

**C02:** assist students to learn how to formulate research questions, develop hypotheses and construct a theoretical framework.

**C03:** teach students how to write a research proposal.

**C04:** familiarize students with different research approaches, such as quantitative and qualitative methodologies,

**C05:** develop students' capacity to design a questionnaire with an appropriate measurement scale and sampling technique

**C06:** teach students how to conduct a whole research project.

**Course Code: MGT 4797**

**UNESCO Code: 04134397**

**Course Title: Strategic Management**

**Course Type: Capstone**

**Year/semester: 4<sup>th</sup> year, 8<sup>th</sup> semester**

**Prerequisite: FIN 3429, HRM 3327, MKT 3331, ACC 4436, MGT 3435, MGT 4320**

### **Course Description**

This course offers a comprehensive understanding of strategic management concepts and practices for navigating the competitive global business environment. It covers foundational definitions of strategy, competitiveness, and above-average returns, addressing complexities of

the 21st-century competitive landscape. Students will analyze external and internal environments using tools like SWOT, Five Forces Model, and value-chain analysis. The course also examines business-level strategies, corporate-level strategies, international strategy, strategic control mechanisms, and ethical leadership practices. It aims to develop integrative thinking and ethical decision-making skills for high-performance organizations in a global context.

### **Rationale**

This course is designed to equip students with a deep understanding of strategic inputs, actions, and outcomes essential for navigating complex and dynamic business environments. It enhances decision-making skills by applying strategic knowledge to real-world and unfamiliar situations. Covering areas such as competitiveness, internal and external analysis, functional, business, and corporate-level strategies, and international strategy, the course prepares graduates to develop sustainable strategies for organizational success.

### **Course Objectives**

The objectives of this course are to:

**C01:** familiarize business professionals to the entire strategic management process that help organizations to achieve competitiveness.

**C02:** assist students to critically scrutinize an organization's competitive internal and external environment and draw implications for strategy design and implementation;

**C03:** facilitate them to get knowledge to study the successful attainment of generic strategies and efficiencies in different functional areas to improve a firm's relative power;

**C04:** help students to learn advance concepts of international and global expansion strategies for superior business practices in local and global context;

**C05:** assist students to earn knowledge about diversification initiatives to achieve synergistic benefits by leveraging corporate level strategy;

**C06:** enable students to play role of corporate governance mechanisms to construct an effective strategic control system in strategy implementation;

**C07:** to acquaint students to find the elements, interdependent activities and the crucial role of emotional intelligence in possessing an effective strategic leadership process.

### **Viva Voce and Project Work/Internship**

**Course Code: BBA 4798**

**Course Title: Viva Voce**

**Year/Semester: 4<sup>th</sup> Year / 8<sup>th</sup> semester**

#### **Viva Voce**

The objective of the viva voce is to evaluate a student's understanding of the subjects he/she studied. Usually, questions are open in nature and targeted to check the depth and breadth of knowledge of the student in the subjects studied and his /her presence of mind in different situation as well. Students are required to get a passing grade in the viva voce.

**Course Code: BBA 4799**

**Course Title: Project Work/Internship**  
**Year/Semester: 4<sup>th</sup> Year / 8<sup>th</sup> semester**

**Project Work / Internship**

The objective of project work or internship is to provide practical exposure of the working environment to the students. Usually, they are sent to business organizations, government enterprises and other research bodies where they get the opportunity to translate theoretical conception into a real-life situation. They are to work for 8 weeks in organizations and take another 3-4 weeks for the finalization of the report. Students are to prepare and submit a report and must get a passing grade.

**Assessment Strategy**

Forty percent (40%) of the total mark of each course shall be allotted for continuous assessment. This part consists of Class Attendance and Participation, Quiz, Assignment and Presentation and Class Test. The rest of the marks will be allotted for summative assessment which consists of Mid Term and Final Examination.

**Marks Distribution**

Distribution of marks for any given course is as follows:

Assessment Strategy	Marks	Assessment Type
Class Attendance and Participation	10%	Continuous Assessment
Quiz	10%	
Assignment and Presentation	10%	
Class Test	10%	
Mid Term	20%	Summative Assessment
Final Examination	40%	
<b>Total</b>	<b>100%</b>	

**Make-up Procedure**

If any student fails to appear in any assessment as scheduled, he or she will have to place an application to the respective course teacher with proper evidence to support his or her cause of absence. If the course teacher finds the cause reasonable, he or she may allow the student to sit for make-up. It is to be noted that decisions for make-up exams may vary on case-by-case basis.

**Grading/Evaluation**

1) **Grading Scale:** 4.00

2) **Grades**

The performance of a student in a given course is made through continuous and

summative assessments. That comprises quizzes / in-course, class participation, attendance, home work/assignment, case study, class test, mid-term and semester final examinations. Letter grades and grade points are used to evaluate the performance of a student in a given course. A+, A, A-, B+, B, B-, C+, C and D are the passing grades while F is the failing grade. Letter grades and corresponding numerical grades used in calculating the GPA/CGPA (Cumulative Grade Point Average) are as follows:

Marks Range	Letter Grade		Grade Point
80% and above	A+	A Plus	4.00
75% to less than 80%	A	A Regular	3.75
70% to less than 75%	A-	A Minus	3.50
65% to less than 70%	B+	B Plus	3.25
60% to less than 65%	B	B Regular	3.00
55% to less than 60%	B-	B Minus	2.75
50% to less than 55%	C+	C Plus	2.50
45% to less than 50%	C	C Regular	2.25
40% to less than 45%	D	D Regular	2.00
Less than 40%	F		0.00

### 3) Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA)

Grade Point Average (GPA) is the weighted average of the grade points obtained in all the courses attempted by a student. The four-step procedure that will be followed to calculate the CGPA (Cumulative Grade Point Average) of a student is given below:

- Grade points earned in each course will be computed by multiplying the credit ( $C_i$ ) and the individual grade point ( $G_i$ ) earned in that course (i.e.,  $C_i * G_i$ ).
- The grade points (determined in step i) of all the attempted courses will be added to determine the total grade point earned (i.e.,  $\sum C_i * G_i$ ).
- Credits of all courses will be added together to determine the total credits ( $\sum C_i$ ).
- CGPA will be determined by dividing the result of step (ii) by the result of step (iii). For example, if a student attempted  $n$  courses in a semester having credits  $C_1, C_2, \dots, C_n$  and his/her grade points in these courses are  $G_1, G_2, \dots, G_n$  respectively, then the CGPA can be calculated as follows:

$$\text{CGPA} = \frac{\sum (\text{Credit of the course attempted} \times \text{Grade point earned})}{\sum (\text{Credit of attempted course})} = \frac{\sum C_i * G_i}{\sum C_i}$$

#### A Numerical Example

Suppose a student has completed six courses in a semester and obtained the following grades:

Course	Credit $C_i$	Letter Grade	Grade Point $G_i$	$C_i * G_i$
MAT 1505	3.0	A+	4.00	12.00

BUS 1311	3.0	A	3.75	11.25
MGT 2326	3.0	A+	4.00	12.00
STA 1503	3.0	F	0.00	0.00
ENG 1403	3.0	A	3.75	11.25
LAW 1305	1.5	B	3.00	4.50
<b>Total</b>	$\sum C_i = 16.5$			$\sum C_i * G_i = 51.00$

$$\text{CGPA} = \frac{51.00}{16.5} = 3.09$$

**Note:** If the 3rd digit after decimal points is above '0', grade will be rounded (ceiling) into the second digit after decimal. For example, 2.990 will be counted as 2.99 while 2.991 will be counted as 3.00 in CGPA calculation.

#### 4) **Course Withdrawal**

A student may withdraw from one or more courses with the approval of his/her Academic Advisor within 6 weeks of the commencement of the semester or else his/her grade in that course shall be recorded as 'F'.

A student should have a convincing reason to add/drop/withdraw a course.

In exceptional cases, (e.g. serious illness of students, death of parents etc.) a student may be allowed to withdraw a course after 6 weeks on recommendation of his/her advisor. Such request should be supported by proper documents and certificates.

#### 5) **Incomplete Courses**

When a student is unable to sit for the final examination of a course, his/her grade in that course shall be recorded as 'F'. In such case, he/she has to retake/recourse the course.

#### 6) **Retake**

A student getting an 'F' grade in a course may sit only for the final examination in that course, if he/she obtains 40% or above marks excluding the final examination. A course cannot be retaken more than twice.

#### 7) **Recourse**

A student getting an F grade in a course will be required to repeat the course if he/she obtains below 40% marks excluding the final examination.

#### 8) **Grade Improvement**

A student may re-course one or more courses for improvement of grade and the best of the grades earned in a course on repeating will be counted for CGPA calculation.

A student may retake one or more courses for improvement of grade and the best of the grades earned in a course on retaking will be counted for CGPA calculation. Courses having less than 'B' grade will be allowed to register as 'Improvement'.

**Note:** For any retake, the students have to obtain 40% or above marks excluding the final examination.

**9) Dropout**

A student may dropout from the program by applying to the registrar of the university but he/she must have a convincing reason to do so.